35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 17, 1961

There's a bull market for tv network cast-offs in syndication field 27

FCC makes its promise vs. performance policy clear in KORD decision 46

Toys and television are made for each other to the tune of $15 million 28

Radio-tv station profits show little change in 1960 financial compilation 66

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A NEW BREED OF HEROES IN...

ZIV-UA's sensational new series . . .

RICORD

CREATED BY
IVAN TORS
TV'S MASTER
OF THE UNUSUAL!

starring
LARRY PENNELL
with
KEN CURTIS

ALREADY BOUGHT BY:
KABC-TV Los Angeles
WSB-TV Atlanta
WDSU-TV New Orleans
KPIX-TV San Francisco
WTOP-TV Washington, D.C.
WWJ-TV Detroit
WAFB-TV Baton Rouge
KERO-TV Bakersfield
KGHL-TV Billings
WSOC-TV Charlotte, N.C.
WCSC-TV Charleston, S.C.
WTVN-TV Columbus, Ohio
WTVM-TV Columbus, Ga.
KVAL-TV Eugene
KJEO-TV Fresno
WINK-TV Ft. Myers
WLBT-TV Jackson
KLFY-TV Lafayette
KLAS-TV Las Vegas
WCPO-TV Cincinnati
KLZ-TV Denver
WTVJ-TV Miami
KMTV-TV Omaha
KFMB-TV San Diego
WKRG-TV Mobile
WLOF-TV Orlando
WTVH-TV Peoria
KTVK-TV Phoenix
KCSJ-TV Pblo.-Colo. Spgs.
WGAN-TV Portland, Me.
KOLO-TV Reno
KXTV-TV Sacramento
KSL-TV Salt Lake City
KIRO-TV Seattle
WNEP-TV Scrtn.-Wilkes Ba.
WRGB-TV Schntdy.-Albany
KXLY-TV Spokane
WCTV-TV Tallahassee
WTVT-TV Tampa
KOB-TV Albuquerque
KSWS-TV Roswell, N.M.
WLOS-TV Ashvle.-Grnvle.-Sptnbrg.
KHSL Chico-Redding
KTVB Boise
KOIN-TV Portland, Ore.
WCYB-TV Brstl.-Jhsn. Cty.-Kgspt.
WLW-D Dayton
WLW-I Indianapolis
WKYT Lexington
WTMJ-TV Milwaukee
WVEC-TV Norfolk
WATE-TV Knoxville
WFGA-TV Jacksonville
WKJG-TV Ft. Wayne
WTVP-TV Decatur, Ill.
WTVW-TV Evansville, Ind.
WTOK-TV Meridian, Miss.
WIS-TV Columbia, S. C.
KROC-TV Rochester, Minn.
KGNC-TV Amarillo
KMID-TV Midland, Tex.
KRBC-TV Abilene
KSYD-TV Wichita Falls
KVOS-TV Bellingham
WTAE-TV Pittsburgh
and many more

United Artists
ZIV

THE OFFICERS AND DIRECTORS OF

MUZAK CORPORATION

TAKE GREAT PRIDE IN ANNOUNCING

THE 1960 WINNER OF THE

ANNUAL GOLDEN EAR AWARD

Mr. E. A. "Bob" Alburty

In recognition of his outstanding achievements, Mr. Emerson A. Alburty of Memphis, Tennessee, is awarded the Muzak Golden Ear Award for 1960. Currently Chairman of the Board of Trustees of the Memphis Sales Executive Club, and Vice President of the Memphis Chamber of Commerce, Mr. Alburty has willingly given his time and counsel to the management of his city's affairs. During the year, he served on a Trade Commission representing the Chamber of Commerce visiting Europe. He was actively engaged as Director of Civic Research Committee, Salvation Army, and the American Cancer Society. He also served as Vice President of Memphis Goodwill Industries. A tireless fund raiser, Mr. Alburty, as Chairman of the Shelby County United Neighbors Campaign, was responsible for raising over $1,600,000—the largest sum in the campaign's history. Mr. Alburty has ably represented Muzak since 1946.

JUDGES: **RALPH T. REED,** *Chairman of the Executive Committee of American Express Co.*
JACK WRATHER, *Chairman of the Board of Muzak Corporation*
CHARLES COWLEY, *President of Muzak Corporation*

THE GOLDEN EAR AWARD is an annual award established by MUZAK Corporation to honor the franchiser whose achievements in National, State or Community affairs mark him as the outstanding citizen of the year in the MUZAK family.... In making this award, MUZAK Corporation seeks to encourage and honor individual excellence, pre-eminence and leadership in church, fraternal or social work; philanthropy, government, business, or other meritorious human endeavor.

MUZAK CORPORATION

An International Subsidiary of the Wrather Corporation

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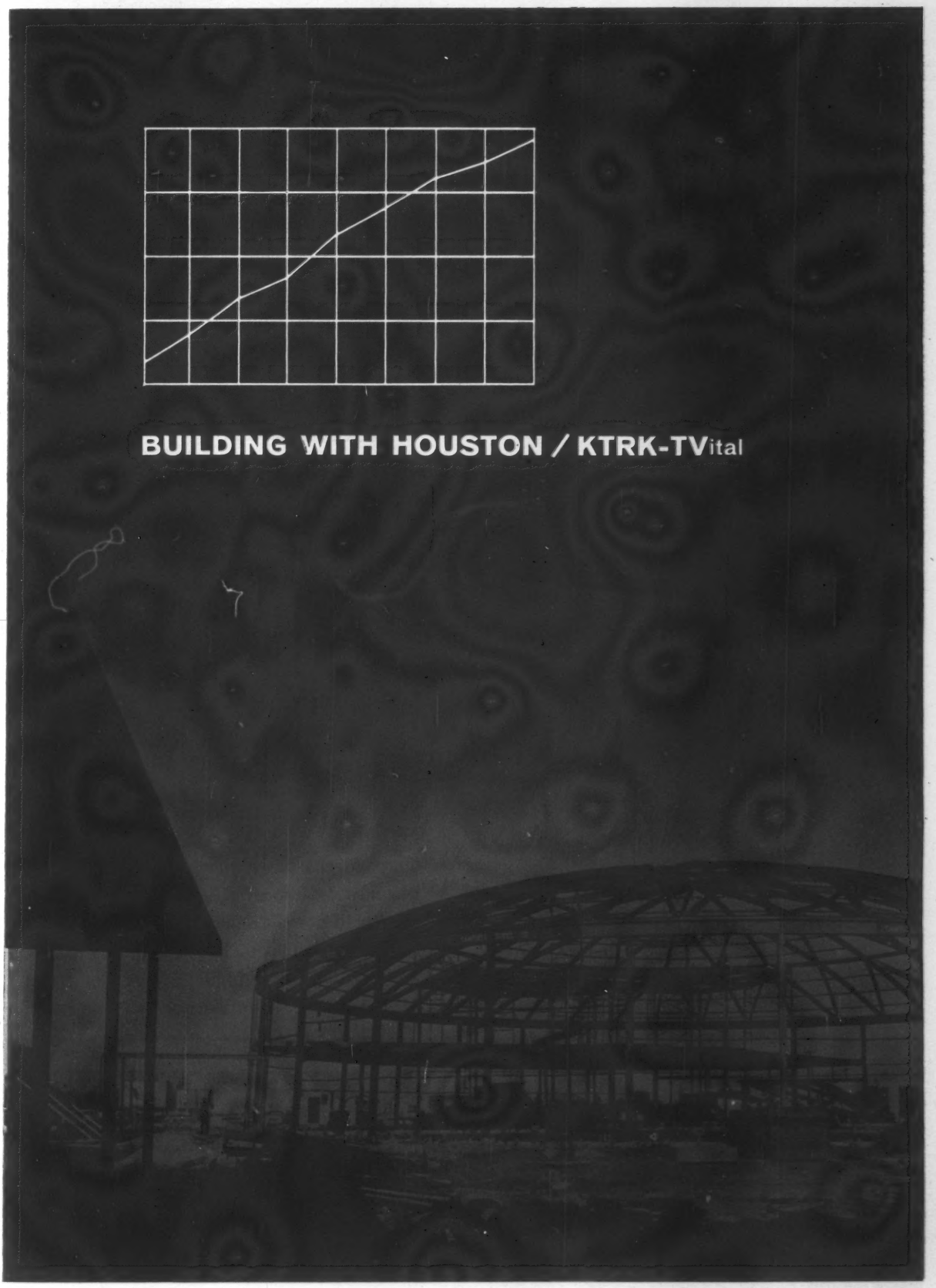
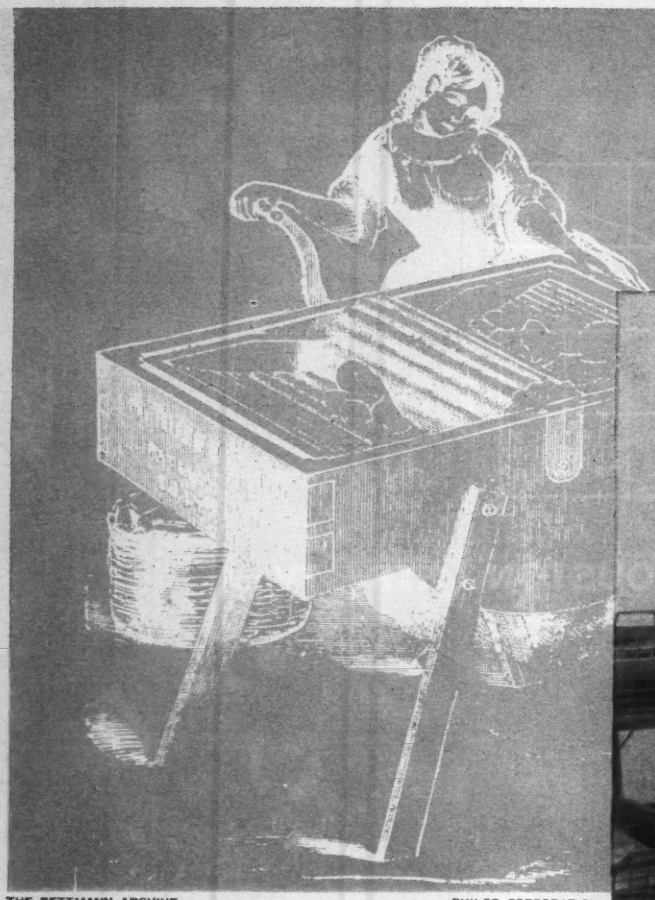

BUILDING WITH HOUSTON / KTRK-TVital



THE BETTMANN ARCHIVE

At the touch of a button, a modern washer-dryer washes, rinses, and dries clothes in a single operation, in less than one hour. Compare this efficient method with the old hand-operated American roller washing machine of 1865.

PHILCO CORPORATION

Public service

in step with the times

WGAL-TV

NATIONAL ASSOCIATION OF BROADCASTERS
SEAL OF GOOD PRACTICE
TELEVISION CODE

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

Through the years, machines have been redesigned and improved to render more efficient service to users. Similarly, WGAL-TV, alert to its responsibilities, has kept pace with the times in order to fulfill the *current* needs of the many communities it serves.

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER COMPANY, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Censorship victory

Shortly to be announced by White House will be transfer of OCDM to Department of Defense but minus standby censorship organization which would come into being in event of national emergency. Censorship, instead, will move to new Office of Emergency Planning, soon to be created under White House aegis. Action is significant victory for mass communications media which opposed military control.

Voice of Democracy scuttled

Top command of NAB has decided to dump annual Voice of Democracy contest in which millions of high school students have participated in its dozen years. Veterans of Foreign Wars, co-sponsor of past three contests, was notified late last week that NAB would bow out. Some NAB members, who had already begun to make local plans for VOD competition, got word of NAB's defection from local VFW representatives. Third co-sponsor, Electronic Industries Assn., was willing to go along with NAB in scrapping VOD.

Cox for Craven in '63?

Able, tough Kenneth Cox, FCC's new Broadcast Bureau chief, may not be shooting for next year's Democratic vacancy on FCC but rather may await retirement of Commissioner T. A. M. Craven on June 30, 1963. Term of John S. Cross, Arkansas Democrat, expires next year and it had been open secret that Mr. Cox had been "promised" it. But Commissioner Cross, strongly supported by Rep. Oren Harris (D-Ark.), among others, is avowed candidate to succeed himself and would be hard to displace. On the other hand, Comr. Craven will have passed retirement age of 70 in 1963 and legally cannot be candidate.

'Inside' NAB

Consideration is being given to "inside" as well as "outside" for NAB executive vice presidency. President LeRoy Collins this week will discuss with members of his Policy Committee several names for No. 2 post, including members of NAB executive staff with station experience—necessary qualification specified by board. Among "insiders" are William Carlisle, manager of station relations, formerly with WKBR Manchester, N. H. and other New England stations; Vice President Howard Bell, formerly with WMAL-AM-TV Washington, and Radio Vice President John F. Meagher, formerly general manager of KYSM Mankato, Minn.

Top staff member without requisite station experience but popular with board is Vincent T. Wasilewski, vice president of government relations. Consideration of these names, however, does not preclude possible selection of broadcaster from outside.

Clyne to Uncle Sam?

C. Terence Clyne, who resigned last week as vice chairman of McCann-Erickson and top executive in tv and radio, may enter government service. He was in Washington last week in consultation with State Dept. executives in connection with quest for executive manpower to beef up foreign aid and international cooperation.

Over the hill

Proposal to assess license fees and franchise taxes by FCC to defray its $13 million-plus overhead came before FCC again last week and was promptly talked down. FCC Chairman Minow, who espouses proposal that would extract $6 million from broadcasters, will instead explore congressional sentiment through Chairmen Warren G. Magnuson (D-Wash.) and Oren Harris (D-Ark.) of Senate and House committees on commerce. Since Mr. Harris already has said he's opposed to FCC moving on its own, project can be presumed dead at least until fall.

Big push on 20s

On theory that 20-second prime-time tv announcements will be hot as ever (though more numerous, as result of expansion of break-time to 40 seconds), at least one major station representative is conducting big push to get timebuyers to "tie up valuable 20-second franchises" for this fall. Push is based on argument that 20's have track record which gives them two advantages, especially as compared to less frequently used 30 and 40-second lengths: (1) proven efficiency and (2) known cost.

Las Vegas expose

Goodson-Todman Productions will "expose" action in Las Vegas that led to cancellation of company's projected tv series titled *Las Vegas*, which NBC-TV had scheduled for 1961-1962 season. Behind scenes story of how small group in Nevada city dashed all hope of doing series will be told in feature movie planned for theatrical distribution. Release arrangements are currently under negotiation. Among wrong-doings, according to G-T, were "phony wires" to network threatening boycott of sponsors' products if show were to go on air.

Minute meetings

NAB's fall conferences this year may be cut to one-day affairs, with morning, luncheon and afternoon sessions only. In past, conference schedule has run over two days. Same cities originally scheduled will be sites—St. Louis, Dallas, Salt Lake City, San Francisco, Jacksonville, Boston, Pittsburgh and Minneapolis. But new dates may be set.

In search of proof

FCC Chairman Minow has top lawyers in general counsel's office working under forced draft to prepare legal support for his theory that his notions of regulation don't conflict with First Amendment or censorship prohibitions in Communications Act. He wants this legal work-up for major speech he's to deliver at Northwestern U. conference on mass media Aug. 3-4 (see story page 58).

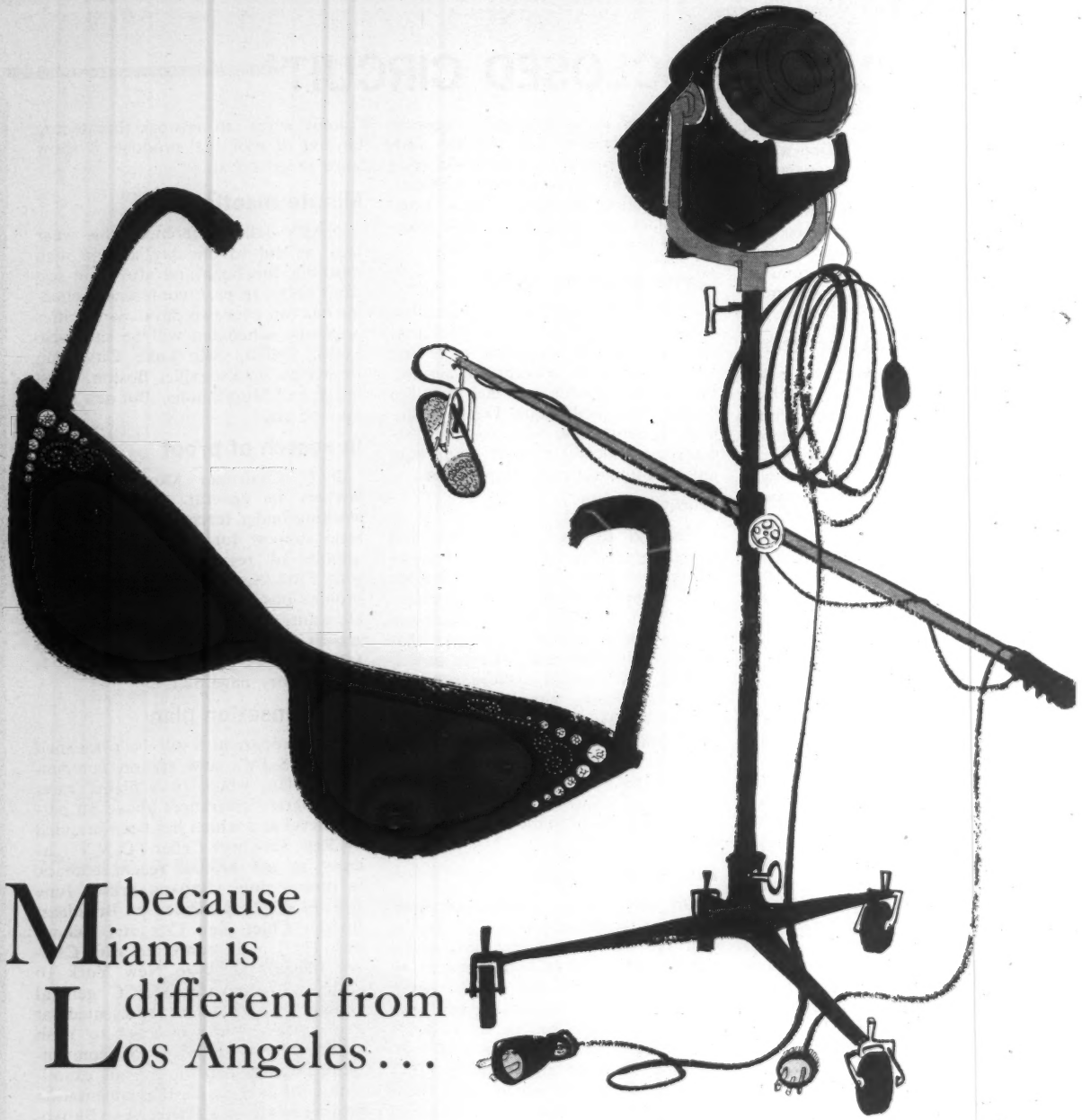
Compensation plan

FCC apparently still isn't satisfied with CBS-TV's new station compensation plan, which pays higher rates for program clearances above 60 percent level and which has been branded by Rep. Emanuel Celler (D-N.Y.) as move to get around recent cutback in option time (BROADCASTING, June 19). FCC group headed by Broadcast Bureau Chief Ken Cox and Economist Hy Goldin conferred with CBS-TV officials on it in New York 10 days ago, after which FCC general counsel's office—not represented at that meeting—was directed to push ahead with its study of new compensation set-up, part of overall examination of non-standard compensation arrangements at all networks (BROADCASTING, May 29).

Low pitch, high hopes

Television film producers who have pilots and scripts of series which they say were rejected for upcoming series because they weren't sufficiently "sexy" or "slam-bang" still have high hopes for them. They feel that in current climate there will be higher mortality than usual for crime and western shows, that such programs as CBS Films, *Mr. Doc* and MGM-TV's *Harry's Girls* (both violence-free and low-keyed vehicles) will have chance to capture network time periods in January when 13-week cycles end.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



M because Miami is different from Los Angeles . . .

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of the community . . . making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located*. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

**WGBS rates number 1 in Miami. KGBS blankets Southern California with 50,000 watts.*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

The networks are not squeezing all the juice from some of their erstwhile popular programs and syndicators are finding it more and more profitable to re-run them on individual stations. See . . .

EX-NETWORK SHOWS IN DEMAND . . . 27

Broadcast licensees now will know, to some extent, where they stand with the FCC's enunciation of policy on "promise vs. performance" comparisons in pilot case involving KORD. See . . .

PROPOSALS VS. OPERATION . . . 46

Were television and the toy business made for each other? It begins to look that way from a survey which shows $15 million worth of tv plans for toys in 1961, led by Ideal's $3.5 million. See . . .

$15 MILLION TOY TV TOTALS . . . 28

The year 1960 made little difference in the profit margins of the typical radio and tv station, NAB reports in compilation. The typical radio profit was down 0.1%, typical tv up 1.1%. See . . .

STATION FINANCES UNCHANGED . . . 66

The 1957 Barrow Report gains new currency with FCC Chairman Minow's disclosure that the agency is considering the Barrow recommendation for networks to be cut back to three owned tv stations. See . . .

LIMIT ON NETWORK O&O'S? . . . 58

Shell Oil and television are scheduled for a trial reconciliation. The oil company gets back into tv after several months' absence, with a three-week, 27-market spot tv schedule. See . . .

SHELL COMES BACK TO TV . . . 32

DuPont's going to concentrate a big share of its television efforts in a weekly, one-hour prestige show on NBC-TV next season. It's an about-face from previous scattered shots. See . . .

DUPONT'S NEW TV PATH . . . 38

Sylvester L. (Pat) Weaver Jr., television programming's meteor across the sky a half-dozen or so years ago, is back as head of M-E Productions. Clyne and Van Volkenburg resign. See . . .

WEAVER'S NEW M-E JOB . . . 34

President Kennedy's brother Bob is carrying a lance for FCC Chairman Minow in the latter's campaign to improve tv programming. Attorney General introduces CBS's Paley, Minow at luncheon. See . . .

BOB KENNEDY 'SYMPATHETIC' . . . 50

The advent of privately-owned tv stations in eight cities where CBC formerly dominated the market cuts substantially into Canadian government-operated network's television revenues. See . . .

CBC COMMERCIAL TAKE DOWN . . . 75

There aren't many new things on Capitol Hill these days, but space communications is one of them, and three committees make plays for jurisdiction with hearings on satellite systems. See . . .

HILL SPACE JURISDICTION . . . 52

Farm directors of the country's radio and television stations convene in Washington. They take advantage of the official locale by taping speeches and interviews. They see better farm programs. See . . .

NATRFD GETS BRIEFING . . . 69

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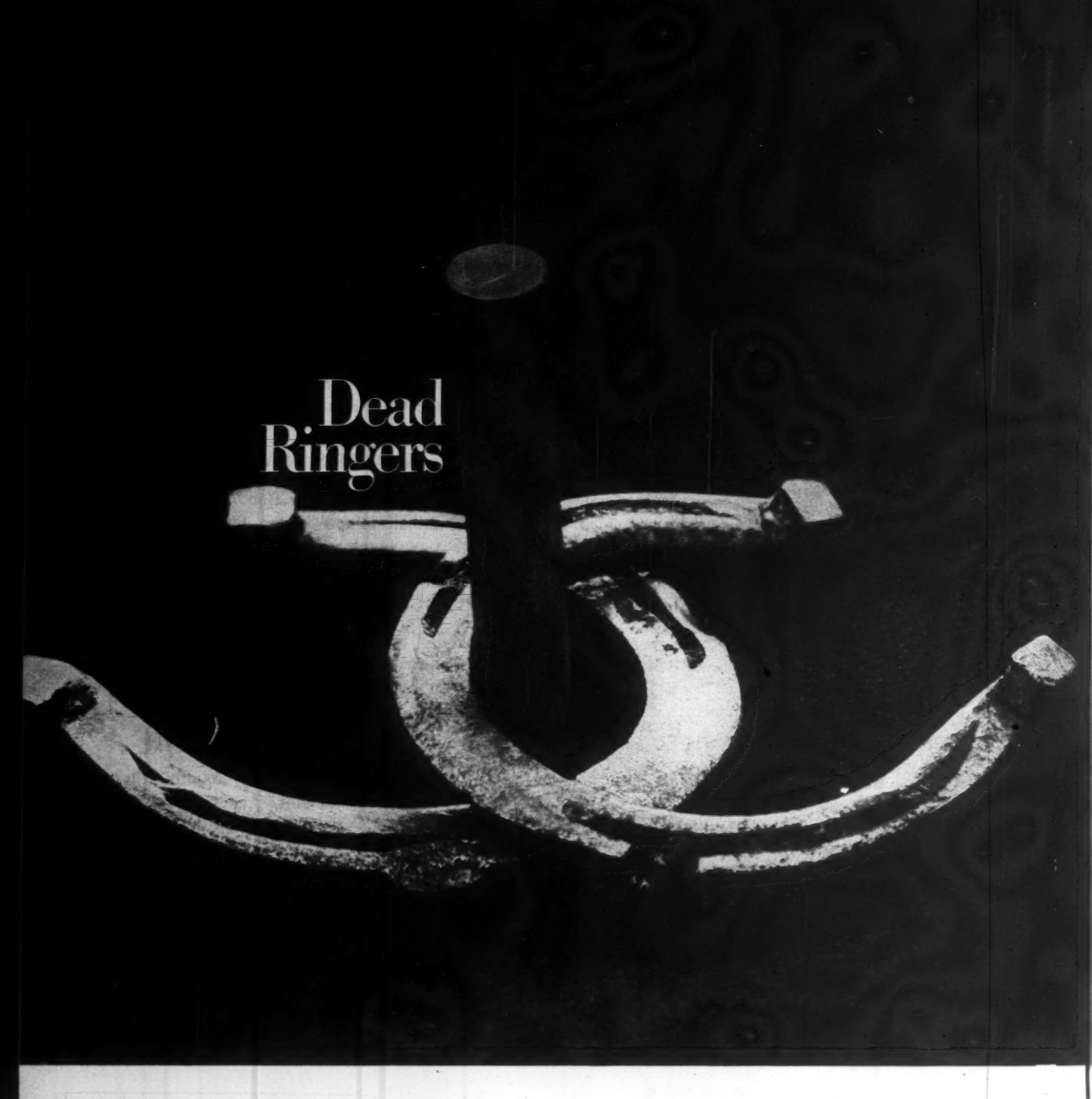
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C.

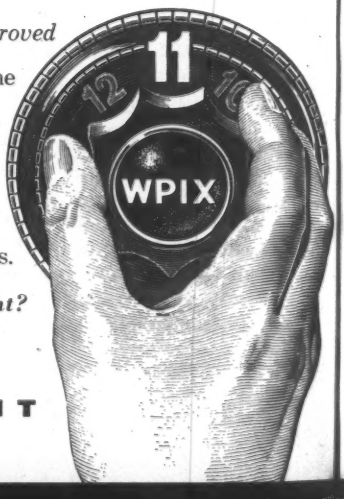
Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $4.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.



The Audiences of WPIX-11 and the top Network station are the same: A. C. Nielsen has *proved* that a rating point on WPIX-11 and on New York's leading Network station delivers the same number of families with the same income levels, home and automobile ownership characteristics, job occupations, etc. On WPIX-11 national advertisers are reaching the right people at the right time with the right kind of impressions . . . *minute* commercials in *prime evening* time in a "network atmosphere" of fine programming, advertisers and audiences.

Where are your 60-second commercials tonight?



NEW YORK'S PRESTIGE INDEPENDENT

15-MARKET DEINTERMIXTURE PROPOSED

FCC to study plan for seven all-uhf, eight 3-vhf cities

Comprehensive staff plan to mount offensive toward greater utilization of uhf channels by deintermixing at least seven markets which now have only one vhf station and by dropping third vhfs in eight two-station markets which have greatest need for three-network vhf competition will be considered by FCC at special meeting July 27.

Hottest potato to be dropped in FCC's lap since lifting of freeze in 1952, plan, subject to usual rulemaking even if approved, provides for sub-standard separation drop-ins in certain instances on vhf channels. Staff submitted three-inch-thick document two weeks ago but it was regarded as "too complex" to be considered at other than special meeting with elaborate slide presentation depicting, by way of overlays, just how each area would be serviced through changed assignments.

Here are existing markets that have single vhf competing with uhfs that would be deintermixed to all-uhf: Champaign-Urbana-Decatur, Ill.; Binghamton, N. Y.; Madison, Wis.; Hartford, Conn.; Montgomery, Ala., and Columbia, S.C.

Among markets listed as having greatest need for vhfs and for which provision is made in plan, either through short separations or reduced powers, are, it's understood: Syracuse and Rochester, N.Y., (which can be accommodated through Canadian agreement); Birmingham, Ala.; Grand Rapids; New Orleans (where third station is operating temporarily on ch. 13 assigned to Biloxi, Miss.); Louisville, where proposed drop-in is tied up in litigation involving ch. 7 Evansville, Ind., and Providence, R. I., being held in abeyance pending finalization of recent ch. 6 grant to New Bedford, Mass., but which could be relocated to effectively serve Providence market.

Plan presents alternatives, pointing out that certain proposed moves are more favorable than others. Not all of vhf channels that would be deleted from predominantly uhf markets are reassigned.

Argument is that if substance of plan were adopted for rulemaking, it would constitute nation-wide deintermixture coupled with existing all-uhf markets. There are enough indicated votes now at FCC to pressure substance of plan into rulemaking, which would be first step toward eventual adoption. But it would have to stand barrage of opposition from stations, from congressional opponents and ultimate court test.

Blackface blackout

U. S. telecaster can attest to far-reaching effect of NAACP campaign. He had queried British Broadcasting Corp. for clearance of BBC's *Black and White Minstrel Show*. Response received last week from London was that show "is not available for showing in the U.S.A.—the clearances are very high and there is also the 'built-in' problem that it is a 'blackface' minstrel show." BBC executive, however, reported that other programs are available.

WITT financial woes cited at conference

Telephone company "pulled the switch" and put WITT Lewisburg, Pa., off air for 10 days in June for nonpayment of bills, Broadcast Bureau claimed Friday in prehearing conference on station's license renewal (story page 60). Station's board of directors allegedly voted to put no more money into WITT and turned control over to other interests in exchange for putting station back on air, bureau counsel charged.

This would constitute second unauthorized transfer of control in one year, bureau said.

WITT counsel, who has requested bill of particulars, said he wanted specifics of hearing issues from commission itself, not from bureau. He also pressed for continuance of July 24 hearing date until Sept. 15.

Uhf test contract signed

New York City Mayor Robert Wagner and FCC Commissioner Robert E. Lee signed contract Friday (July 14) authorizing city to operate experimental uhf tv station in New York under control of federal government.

Government will reimburse city for costs—estimated at $100,000—of operating ch. 31 WUHF (TV) as part of FCC's $2 million uhf experiment. Contract runs from November to summer of 1962. WUHF will duplicate programs of existing New York vhf stations during certain hours specified by FCC. Rest of time, city will be free to broadcast its own programming.

Coordinated Marketings sets radio spot drive

Coordinated Marketings Agency Inc., N.Y., will begin saturation radio spot campaign involving several million dollars of advertising billings on behalf of nine food companies and retailers beginning end of August, primarily in New York and East Coast markets, officials said Friday. All types of spots—from 10 to 60 seconds will be included. Campaigning will stress institutional character of firms, which formerly billed almost exclusively in newspapers and point-of-sale. Included are such concerns as Dugan Bros. Inc. (bakeries), Daitch-Shopwell stores, Ehlers coffee and Dorman's Endeco cheese, all New York.

Lester L. Wolff, president of agency, believes that because radio is low-cost medium which reaches selected audience with great frequency, it is primary medium for food retailers and food firms building company images. His agency reportedly has increased its broadcast billings from $2 million last year to about $8 million this year.

AFTRA meets July 20-24

American Federation of Television & Radio Artists will hold its 24th annual convention in Detroit Thursday through Saturday (July 20-24). Important item on agenda will be proposals for national phonograph recording code to replace one expiring Dec. 31.

MGM's net earnings up 29%, it's reported

MGM's consolidated net earnings rose 29% in 40 weeks ended June 8 to $9,442,000 from $7,317,000 in corresponding period previous year, film company reported to its stockholders July 14 (Friday).

During that period gross revenues from tv increased $3,642,000, from $10,907,000 last year to $14,549,000 this year. Net income from tv rose $225,000, from $7,536,000 in 1960 to $7,761,000 in 1961.

Gross tv income for current fiscal period includes $8,869,000 and $9,015,000, respectively, for licensing of feature films and shorts to tv stations and $5,680,000 and $1,892,000, respective-

more AT DEADLINE page 10

WEEK'S HEADLINERS

Sylvester L. (Pat) Weaver Jr., who as head of NBC helped chart television programming in early 1950's, returns to tv as president of M-E Productions, tv-radio division of Interpublic Inc. **C. Terence Clyne,** chairman of M-E Productions, and **J. L. Van Volkenburg,** president, resign in reorganization. **Harold Graham Jr.** promoted to executive vice president. (For details and biographical material, see story page 34.)

Mr. Breckner

Robert W. Breckner, vp and general manager KTTV (TV) Los Angeles, elected to board of Times-Mirror Broadcasting Co., owner of station. Joining KTTV in 1948, as station was ready to go on air, as film director, Mr. Breckner was successively operations director; director; sports and special events director; assistant program director and, in 1952, program director. He became vp in charge of programming in June 1955 and was appointed general manager in February 1960.

David J. Mahoney Jr., president of Good Humor Corp. and long-time radio advertising enthusiast, elected executive vp of Colgate-Palmolive Co. He will be responsible for operation of household products, toilet articles and associated products divisions. Mr. Mahoney began his career in 1946 as $25-per-week mail clerk at Ruthrauff & Ryan agency and when he left five years later, to open agency bearing his name, he was vp, making $25,000 annually. His agency handled many broadcast-oriented advertisers, was billing some $2 million when it was sold to MacManus, John & Adams in 1956. At age of 32, Mr. Mahoney became president of Good Humor; its sales increased 35% under his administration.

Thomas S. Murphy, vp and general manager of Capital Cities Broadcasting's WTEN (TV) and WROW Albany, N. Y., appointed executive vp of Capital Cities. Prior to joining Albany stations in 1957, when Capital Cities was founded, Mr. Murphy was director of new products, Lever Bros.' Pepsodent division. He is member of advisory board, CBS-TV Affiliates Assn.

Richard D. Heffner, who has served as consultant to John F. White, president of National Educational Television & Radio Center, N. Y., in negotiations for establishment of NET outlet in New York, named acting general manager of new Educational Television for Metropolitan Area Inc. He will be in charge of group's telecasts on ch. 13 in New York, which ETMA has purchased, subject to FCC approval. Mr. Heffner is on leave of absence as director of special projects, CBS-TV. His tv career began in 1956 as producer-moderator of multi-award-winning *Open Mind* series on NBC-TV.

Raymond E. Guth, program director for WOC - AM - FM - TV Davenport, Iowa, appointed general manager, according to **D. D. Palmer,** recently named president of Palmer Enterprises (BROADCASTING, July 3). Mr. Guth was also elected to boards of Tri-City Broadcasting Co. and Central Broadcasting Co., operators of WOC-AM-FM-TV Davenport and WHO - AM - FM - TV Des Moines, respectively. Prior to his association with WOC, he was program director of WSUI Iowa City and newscaster for KXIC also that city.

Mr. Guth

Mr. Palmer

William C. Ackerman, director of special projects for CBS News and executive director of CBS Foundation, named special assistant to Philip H. Coombs, Assistant Secretary of State for Educational and Cultural Affairs. Julius E. Brauner takes over Foundation post in addition to his responsibilities as secretary and general attorney of CBS Inc. Mr. Ackerman, with CBS since 1940, took up State Dept. duties July 12. His successor at CBS News has not been named.

Mr. Erlick

Everett H. Erlick, vp in radio - tv department of Young & Rubicam, New York, elected vp and general counsel of AB-PT Inc. Mr. Erlick will be in charge of legal and business affairs of AB-PT and its divisions. He will report to Leonard H. Goldenson, president of AB-PT, and to Simon B. Siegel, financial vp. Jerome B. Golden continues as AB-PT vp and secretary. Mr. Erlick joined Y&R's legal staff in 1951, after three years with New York law firm of Engel, Judge & Miller. In 1955 he became associate media director and was appointed vp in media in 1958, later transferring to radio-tv department.

Mr. Davidson

William N. Davidson, formerly vp and general manager of WNBC-AM-FM-TV New York, appointed vp of newly-formed station representative company, Advertising Time Sales Inc., N.Y. He had been with NBC continuously since 1952, serving as eastern sales manager of NBC Radio Spot Sales, National Radio Spot Sales manager, assistant general manager of WRCA-AM-FM-TV (now WNBC-AM-FM-TV) and general manager of stations in 1956. From 1949-1952, Mr. Davidson was salesman for Free & Peters (now Peters, Griffin, Woodward, N.Y.). Earlier he had been with ABC's station relations department and with Benton & Bowles, N.Y., and J. Walter Thompson, N.Y., as timebuyer.

For other personnel changes of the week see FATES & FORTUNES

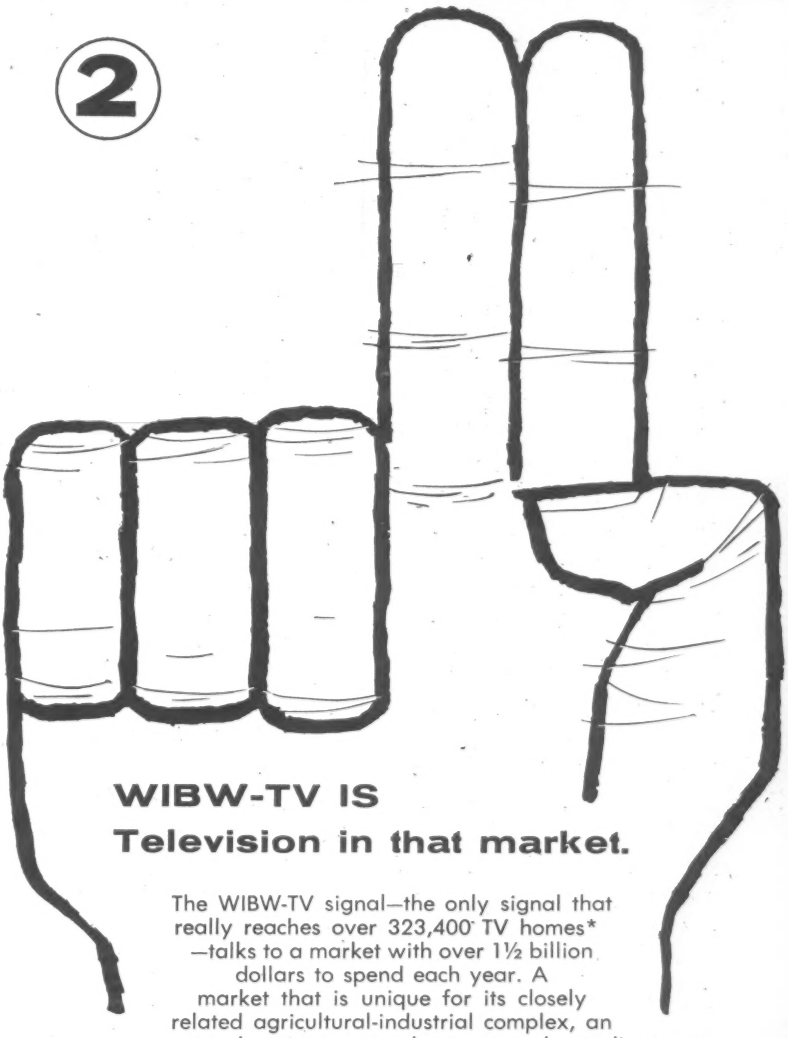
ly, for tv series and tv commercials.

At same time MGM announced that it purchased 50,000 shares of Panacolor Inc., selling at $4 common share, and received option to purchase 50,000 additional shares at $10.

Radio station profit

Typical radio station took in total revenues of $110,200 in 1960, and spent $101,800 on expenses, leaving profit before federal income tax of $8,400. Local advertising accounted for 85% of time sales; national and regional advertisers, 14%, and networks zero. These figures are from NAB's financial report on radio. (See page 66 for complete story and tv typical station figures.)

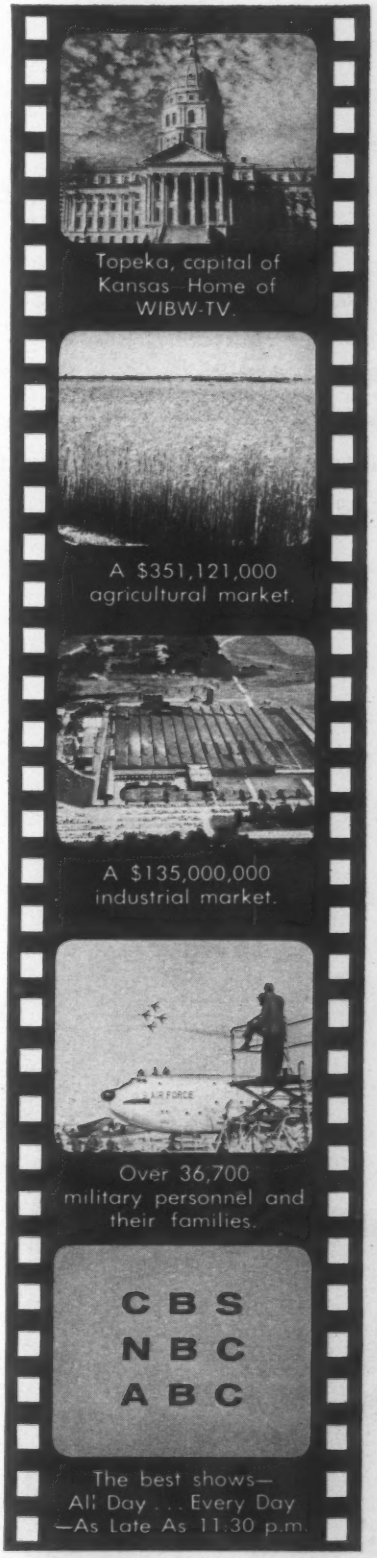
A MARKET WITH MONEY IN IT



WIBW-TV IS Television in that market.

The WIBW-TV signal—the only signal that really reaches over 323,400 TV homes* —talks to a market with over 1½ billion dollars to spend each year. A market that is unique for its closely related agricultural-industrial complex, an economy that assures steady year-round spending . . . by people with real money to spend. These people look to WIBW-TV for the best in news and entertainment, because WIBW-TV with its single-station impact gives them the best of CBS-NBC-ABC all day.

*Source: ARB March, 1961


Topeka, capital of Kansas. Home of WIBW-TV.
A $351,121,000 agricultural market.
A $135,000,000 industrial market.
Over 36,700 military personnel and their families.
CBS
NBC
ABC
The best shows— All Day . . . Every Day —As Late As 11:30 p.m.

WIBW TV

Channel 13 • CBS • NBC • ABC

Represented Nationally by AVERY-KNODEL

Division of Stauffer-Capper Publications

"Vive la difference!"

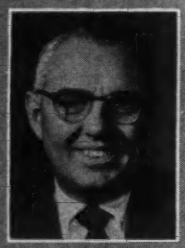
In plain English, what makes the big difference in any sales picture is women! And in Philadelphia, CBS Owned WCAU-TV talks to more women than any other medium in the market. Specifically, WCAU-TV delivers 1,572,700 more women impressions per week than the second station (June ARB).

Start translating advertising into sales with Philadelphia's most effective sales medium. You'll appreciate the difference... definitement! **WCAU-TV**

Represented by CBS Television Stations National Sales

Powder

COLOR TV



YOU CAN QUOTE ME...

"RCA Victor distributors tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the Colorcasting leaders in the nation . . . with their Color TV engineering skills, wonderful Color programming, and Color selling power."

RCA Jack M. Williams

Jack M. Williams, Vice Pres.
Advertising and
Sales Promotion
RCA Sales Corporation

Call your
WLW Representative . . .
you'll be glad you did!

WLW-A Television Atlanta
WLW-C Television Columbus
WLW-T Television Cincinnati
THE CROSLEY GROUP
WLW-I Television Indianapolis
WLW-D Television Dayton
WLW Radio

Crosley Broadcasting Corporation,
a division of Avco

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JULY

July 16-18—**South Carolina Assn. of Broadcasters,** summer convention. Ocean Forest Hotel, Myrtle Beach. Speakers include FCC Commissioner Robert T. Bartley and Howard G. Cowgill, former chief of the FCC Broadcast Bureau.

July 24—Deadline for submission of briefs to the **FCC** in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

*July 31—Comments due on **FCC** rule change regarding broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant.

Aug. 3-4—**Northwestern U. Conference on Mass Media and their Responsibilities in Free Society,** Northwestern U. School of Law, Chicago. Participants include FCC Chairman Newton N. Minow; J. Leonard Reinsch, executive director of Cox stations; Pierre Salinger, presidential news secretary; Dean Roscoe Barrow, U. of Cincinnati Law School; Fairfax Cone, chairman, Foote, Cone & Belding; Clair R. McCollough, chairman, NAB Board; Ralph McGill, publisher, *Atlanta Constitution;* Ward L. Quaal, WGN Inc.; William R. McAndrew, NBC News; W. Theodore Pierson, Washington communications attorney; Peter Goelet, National Audience Board president; Sig Mickelson, Time Inc.; Sol Taishoff, editor and publisher BROADCASTING and *Television* magazines, and others.

Aug. 6-8—**Georgia Assn. of Broadcasters,** annual summer convention. Speakers include Frank Fletcher, immediate past president of Federal Communications Bar Assn. King & Prince Hotel, St. Simon's Island, Ga.

Aug. 7-11—**American Bar Assn.,** 84th annual meeting, 15 principal hotels and Kiel Auditorium, St. Louis. To be addressed by President Kennedy and numerous other top government officials, including special presidential assistant James M. Landis and chairmen of "big six" regulatory agencies, including FCC and FTC.

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

*Aug. 15—Reply comments due on **FCC** rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

Aug. 25-26—**Arkansas Broadcasters Assn.,** fall meeting. Sam Peck Hotel, Little Rock.

SEPTEMBER

*Sept. 2—Ninth annual **California State Fair Press-Radio-Tv Top Story Awards** banquet in Governors Hall, State Fair Grounds, Sacramento, Calif. Medal awards presented for best news and public service programs broadcast by California radio and tv stations June 1, 1960,-May 31, 1961; also for best newspaper and magazine stories of year.

*Sept. 5—Comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

*Sept. 7—Comments due on **FCC's** reopened option-time rulemaking. Reply comments will not be accepted.

*Sept. 7—Deadline for comments on **FCC** rulemaking on revised program forms required with all broadcast applications.

*Sept. 7—Comments on **FCC** rulemaking imposing new log-keeping methods and stipulating three-year maintenance of logs due.

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual convention. Seaway Hotel, Toronto, Ont.

*Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

*Sept. 14-16—**Michigan Assn. of Broadcasters fall convention and business meeting.** Hidden Valley, Gaylord, Mich.

*Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

*Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 16—**VPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

*Sept. 18—Reply comments due on **FCC** rulemaking on revised program forms.

*Sept. 18—Reply comments due on **FCC** rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

*Sept. 21-23—Advertising Federation of America. 10th district convention. Hotel Mayo, Tulsa.

Sept. 24-26—**Louisiana Assn. of Broadcasters, annual convention.** Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 27-30—**Radio Television News Directors Assn.,** 15th international convention. Statler Hilton Hotel, Washington, D. C.

*Sept. 28—Oral argument on **FCC's** option time rulemaking, Washington, D. C.

OCTOBER

Oct. 3-4—**Advertising Research Foundation conference,** Hotel Commodore, New York City.

*Oct. 5—Reply comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Oct. 8-18—**International seminar on instructional television, sponsored by Purdue U. in cooperation with UNESCO and the U.S. National Commission for UNESCO.** Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society,** annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 12 — **Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 12-13—**American Assn. of Advertising Agencies,** central region, annual meeting. Ambassador West Hotel, Chicago.

*Oct. 15-18—**American Assn. of Advertising Agencies,** western region convention. Hotel del Coronado, Coronado, Calif.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Marriott Twin Bridges Motor Hotel, Washington, D. C.

THE

QUALITY

TOUCH

It's quality all the way at "Communication Center" where everything is new and incorporates the very latest advancements in the industry. A good example is our film and slide projection system – designed especially for television. Five new combination motion picture and slide projectors feature a continuous motion process, and accommodate color or black and white. All films and commercials are stored in humidity controlled dust-free cabinets and bins.

Not a thing has been overlooked in giving the advertiser more for his money on WFAA-TV . . . including a big free-spending audience. And we're eager to deliver them to you!

Ask those who use WFAA-TV . . . you'll want to join the growing list!

WFAA-TV DALLAS FT. WORTH Channel 8

"Communications Center."

Represented by Edward Petry & Co., Inc.

The Original Station Representative

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

Tampa now biggest city in Florida...

served best by wfla-tv

With the annexation of the Tampa Industrial Park and Port Tampa areas — Tampa's population jumped to 294,500, topping Miami corporate limits by more than 6,000 — and far ahead of Jacksonville!

Cash in! Spot your product on WFLA-TV — your best buy in Florida's biggest city! And remember — you get 28 county coverage, too!

wfla-tv NBC TAMPA ST PETERSBURG Channel 8

REPRESENTED NATIONALLY BY—BLAIR-TV

WAVE-TV sells 28.8% more Soft Drinks and Confections

— to 28.8% more men, women, teenagers and children!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

OPEN MIKE

Editorial coverage

EDITOR: A few minutes ago I read your editorial on censorship (EDITORIALS, July 10). I read this aloud to Joe Smiley, WDAE president, and we discussed the wonderful week-by-week coverage in an editorial way that you have given for the benefit of broadcasters and the general public since Mr. Minow's famous speech at the convention.

In discussing this with other broadcasters, I find unanimous appreciation of your effort in fighting for our and the public's interests. I want to thank you, and I think every broadcaster owes you a great debt for the work that BROADCASTING is doing. This industry is certainly fortunate to have a trade magazine of such independence and unquestioned integrity that it can speak out and be heard. . . .—*L. S. Mitchell, General Manager, WDAE-AM-FM Tampa, Fla.*

Space editorial

EDITOR: Congratulations on your fine editorial, "Dawdling with survival" (EDITORIALS, July 3). It was one of your usual masterpieces.—*Gordon McLendon, President, McLendon Stations, Dallas.*

Etv in Milwaukee

EDITOR: . . . Your article, "Airborne group refuses WXIX-TV's etv offer, contains one rather serious error. It indicates erroneously that there is no source of etv programming in Milwaukee.

Milwaukee has had an educational television station since Oct. 28, 1957—WMVS-TV (ch. 10) and will have a second (on uhf ch. 36) within a year.

WMVS-TV is one of several stations in six mid-western states exploring the possibilities of establishing a six-state regional etv network. . . .—*Otto F. Schlaak, Station Manager, WMVS-TV Milwaukee.*

Watch out for Lenny

EDITOR: . . . In 14 years of watching commercials for assorted products . . . I have yet to see a new creative idea. It seems that one agency came up with a format and the others, not wanting to think too hard, adopt the attitude, "If it's good enough for them, it's good enough for us."

I run a small one-man shop for a hard core of 20 advertisers. My billings do not run into the millions . . . but I am proud that my clientele are loyal. I do not create fancy productions . . . I write my own copy, do my own leg-

IN PHILADELPHIA RADIO

WPEN LEADS THE WAY

WPEN was the first radio station in Philadelphia to editorialize on the air. We started two years ago . . . and we are delighted to welcome other local stations who are now following our lead. Editorials on various subjects are broadcast nine times daily. We are not afraid to stand up and be counted on the vital issues of the day. The origination of this fighting policy by WPEN and its tremendous acceptance is further evidence that Philadelphia looks to WPEN for radio leadership.

WPEN

REPRESENTED NATIONALLY BY **GILL-PERNA**

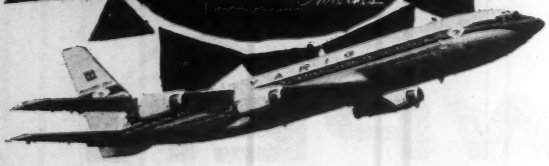
WIN
WEBCOR
TAPE
RECORDERS

WIN
SEVEN DAY
CARIBBEAN CRUISES
for TWO

WIN
F.M. CLOCK
RADIOS

GREATEST AGENCY CONTEST IN RADIO HISTORY!

WIN
ROUND TRIP
TICKETS to
RIO via
VARIG
Airlines



WIN
ALARM-CLOCK
RADIOS

HUNDREDS OF PRIZES FOR A SIX WORD SLOGAN

FIRST PRIZE

2 round trip first class tickets from New York to Rio de Janiero via Varig Jet.

3 SECOND PRIZES

A seven day Caribbean Cruise on the S.S. Nassau. (two tickets to each winner). Choose your own vacation days.

10 THIRD PRIZES

Ten magnificent Webcor Tape Recorders.

50 FOURTH PRIZES

Fifty FM clock Receivers

50 FIFTH PRIZES

Fifty alarm-clock radios.

NOW WVNJ will be FM as well as AM

As of now WVNJ is no longer AM only, but FM too!

To crystallize this larger image we want a six word slogan. Come up with the winning slogan and you'll be one of the highest priced copywriters in history because you'll be getting almost $300 per word.

We have no preconceived notions. We're wide open for ideas. All we want is something nice and simple that tells you—one of the decision-makers in your agency—that WVNJ, with FM added at no extra cost, is an even better buy than it was before.

So put on your thinking caps and go to work. Even if you don't win the Grand Prize, you've got a chance at hundreds of others in this greatest agency contest in radio history.

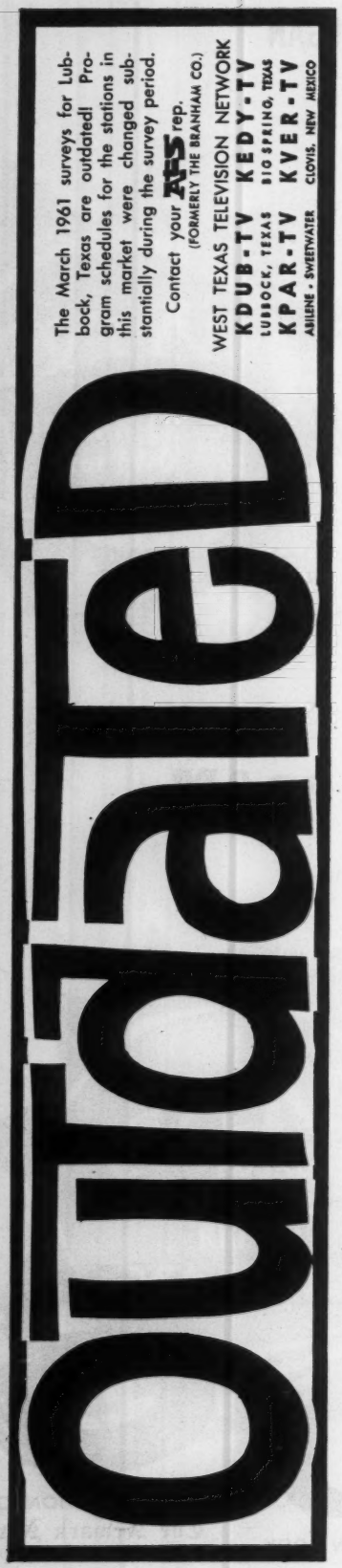
RULES: Create any six-word slogan. Send it with your name and Company's name to WVNJ, Newark, New Jersey. Submit as many slogans as you like. We can't return any "masterpieces" but, we guarantee they'll all be read carefully by the judges, whose decision, of course, will be final.

Winners will be announced sometime in September. Contest is open to any agency man or national advertising manager in America excepting WVNJ's own agency and the members of its station's staff.

WVNJ

NEWARK, N. J. – COVERING GREATER METROPOLITAN NEW YORK

RADIO STATION OF
The Newark News


outdated
The March 1961 surveys for Lubbock, Texas are outdated! Program schedules for the stations in this market were changed substantially during the survey period.
Contact your AVCO rep.
(FORMERLY THE BRANHAM CO.)
WEST TEXAS TELEVISION NETWORK
KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

work and am in constant touch with my clients at all times.

I am now in the process of expanding, and all I can say is, "Madison Avenue, watch out; here comes Lenny Kahn!"—*Lenny Kahn, Cleveland.*

Optimistic

EDITOR: . . . I hope your readers will be able to get some use from our positive approach to the weather. "Partly cloudy," says the official weather forecast. WSTV-TV weathermen change it to "partly sunny." . . . Here at ch. 9 it is just a different way of stating a fact. Viewer reaction is great . . .—*George Wilson, Promotion-Publicity Director, WSTV-TV Steubenville, Ohio.*

BOOK NOTES

Religious Television: What to Do and How. By Rev. Everett C. Parker. Harper & Brothers, 244 pp. $4.

Rev. Parker feels it is a clergyman's duty these days to spread his religious influence far beyond his own congregation through the effective use of tv. In his manual he deals with the technical aspects of the medium as well as with program content and presentation.

The minister (United Church of Christ) also discusses the regulatory aspects of tv with some radish bouquets to the FCC, which he says "has failed dismally to enforce the Communications Act in the interest of the public." Some commissioners, he claims, "have been shown to have all-too-intimate relationships with licensees and industry representatives."

As a partial solution, Rev. Parker insists all congressmen on communications subcommittees should divest themselves of all broadcasting stock. He further calls for the licensing of networks, divorcement of advertisers and agencies from the power to control program content, anti-trafficking regulations, and expansion of educational tv to a network with coverage equal to that of the largest commercial network.

Program codes, either voluntary or government-imposed, come under Rev. Parker's fire: "A code that was rigidly enforced would make the same prohibition concerning violence in *Macbeth* that it would on violence in *Have Gun, Will Travel.*" The only way to protect the public from salacious, immoral conduct on tv is through honesty and moral uprightness in the producer, he states. "The producer with artistic integrity can and will discriminate without a code. The irresponsible producer will ignore the code or slink around it."

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office
Copyright 1961: Broadcasting Publications Inc.

Slightly over-dramatic... but so are Cleveland listeners. Their reaction to WHK has resulted in the station's audience being practically as large as those of the second and third rated stations combined. For over-dramatic results, use*

CLEVELAND

A Metropolitan Broadcasting station
V. P. and General Manager: Jack Thayer
National Rep.: John Blair & Co.

SE, FEBRUARY-MARCH
AL AVERAGE SHARES: WHK 27.7%; STATION A 18.2%; STATION B 10.1%

MONDAY MEMO

from LEONARD S. MATTHEWS, vp-marketing services, Leo Burnett Co., Chicago

Advertising's challenge of 'believability' must and can be won

The following has been excerpted by BROADCASTING *from a talk made earlier this year by Mr. Matthews before the Junior Assn. of Commerce & Industry in Chicago.*

The headlines in our business news journals for the past year or more have spelled out the story of professional and public concern about the state of advertising ethics.

And investigations of television programming and commercials have proven to be such a fascinating new field—with so much publicity value—that I doubt if ambitious bureaucrats and congressmen will let them rest for quite some time.

In my opinion, advertising never before has been so much in the public eye, so much discussed, so much criticized, so much maligned as it is today. Hardly an agency or advertiser or media group meets without a discussion of ethics on the agenda.

Climate Actually Improved ▪ But I do not believe that misleading advertising is any more of a problem today than it was 10 years ago, 20 years ago or 40 years ago. In fact it may be relatively much less prevalent today.

During television's trying days of the quiz scandal and even today, it seems to agency people that the competitive media have piled on and milked the subject for their own competitive advantage.

Putting the shoe on the other foot, the question has been asked why do editors who criticize certain tv advertising copy accept that same advertising copy in their columns? And, are all those letters to the lovelorn column actually written by readers, or do some come from the fertile imagination of the columnist?

Tv broadcasters also can point out that some products which are advertised in the print media would never be acceptable for use in television commercials.

No Apology ▪ It is not my desire to excuse the television medium and the television advertisers for the mistakes they have made. My point is that truth and taste in advertising are problems in all media and no one medium can stand in front of its glass house and throw stones at another.

I share the feeling that too many of them seem intent on piling it on a competitive medium during its travails and the result may be to fan the flames so high that the entire advertising industry will be faced with unnecessary and undesirable governmental restriction and regulation. Perhaps a slightly larger number have fallen into exaggerated claims in product areas where there is little actual product difference and where perhaps the public believes there is little or none. Most people who really have studied the subject agree that there actually is very little outright false or purposely dishonest advertising.

The Federal Trade Commission says that "probably less than half of one percent of all advertising last year was really bad from the standpoint of the public interest."

Question of Taste ▪ Another spokesman has said that the majority of letters to the FTC do not object so much to dishonesty in advertising as to "blatancy and bad taste, to exaggeration and a seeming disregard of human feelings and sensitivity." So the problem actually comes down to taste rather than truth, although I will readily concede that the line between truth and exaggeration is often a thin one.

Every business has its crooks and if these crooks decide to advertise their products, they will most likely practice dishonesty in advertising too. The same people who practice dishonest advertising are the ones who in all probability are guilty of producing inferior products, paying illegal allowances to retailers, paying kickbacks to their crooked counterparts in labor unions and cheating on their taxes.

This element is with us in all fields of human endeavor and there is no reason to expect that advertising can avoid them, although we want to do everything we can to prevent them from falsely advertising their products.

Ad Sins Are Public ▪ I'd like to quote Leo Burnett relative to this subject. He has said:

"Good advertising speeds the process of getting a good product accepted, a poor one dumped. It communicates ideas about products and services more efficiently than any other device or technique ever has. It is corrective of its own abuses, because it makes all of its mistakes in public.

"It is more moral and ethical than the sum total of business, because the nasty little people on the low and shady side of the business can't and don't employ it—at least for very long."

The result of years of product claim and counterclaim, exaggeration and puffery, capped now by the criticism of television, is a public that has become skeptical.

It is small wonder that "believability" has become the most sought after quality that responsible advertising people are seeking these days and one of the most difficult things to achieve.

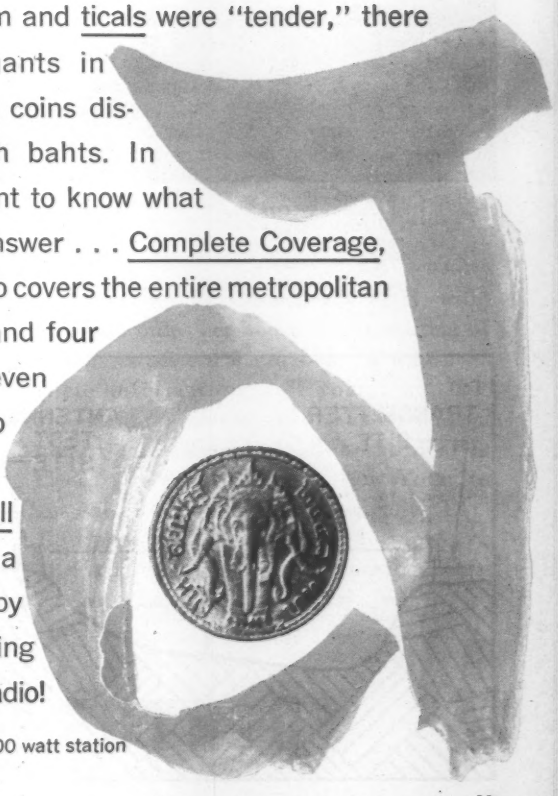
The problem is accentuated by the growing competition of advertising volume in the marketplace and the rising cost of media itself. And the beleaguered consumer, who already is exposed to more than 1,500 advertising impressions each day, will be hit by an even greater number in the future.

Progress Possible ▪ We can, however, make some real progress in the area of believability. At the Burnett agency we believe that all good advertising is believable. In the "inherent drama of the product" there always are certain basic, honest facts about the product and what it does for the consumer.

Transmit these facts to the public in a visible, believable way and you have made a sale, served and satisfied a customer and strengthened just that much the future of our free enterprise business system.

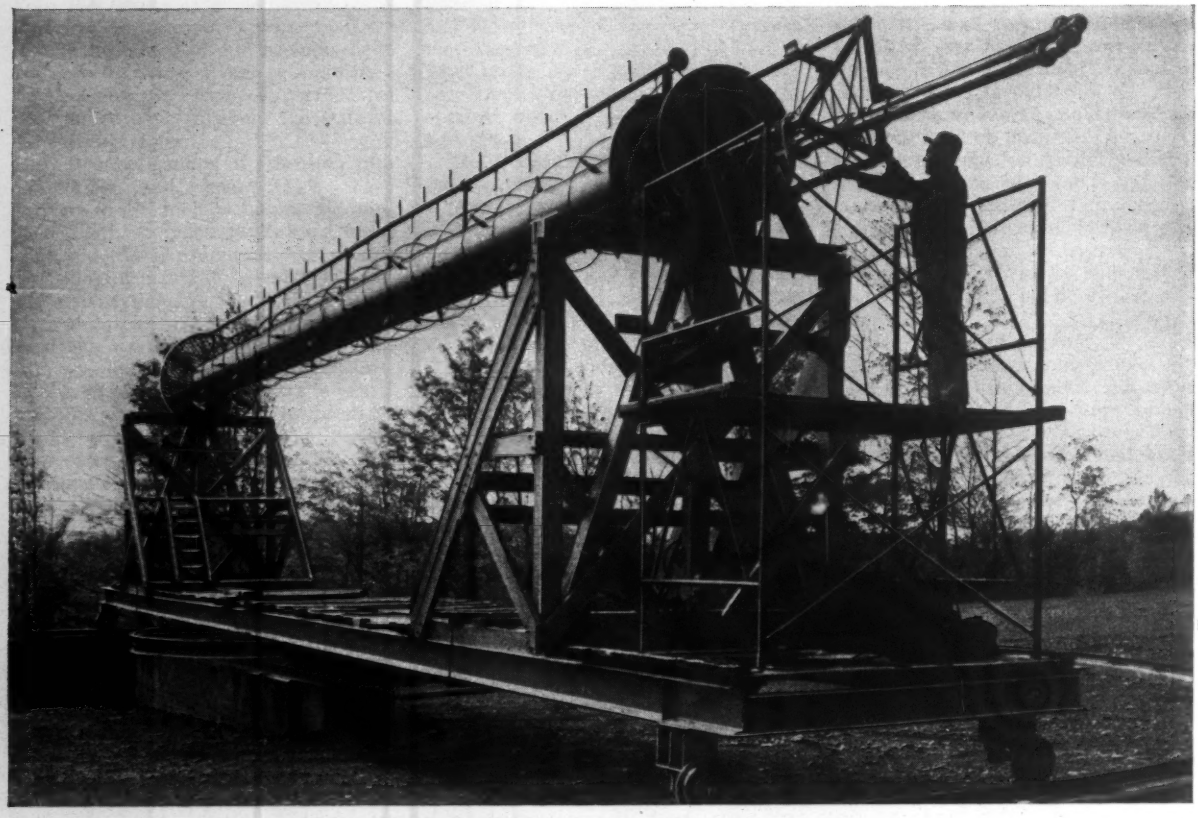
Leonard S. Matthews started with Leo Burnett Co. 13 years ago as market research analyst. Before that he had been with A. C. Nielsen Co. At agency he later became media supervisor, account executive and account supervisor. In 1956 he was elected vp in charge of media, in 1957 he was elected to board of directors and in 1958 he was promoted to his present post. Mr. Matthews also is plans board member. He is Northwestern U. graduate in fields of advertising and marketing.

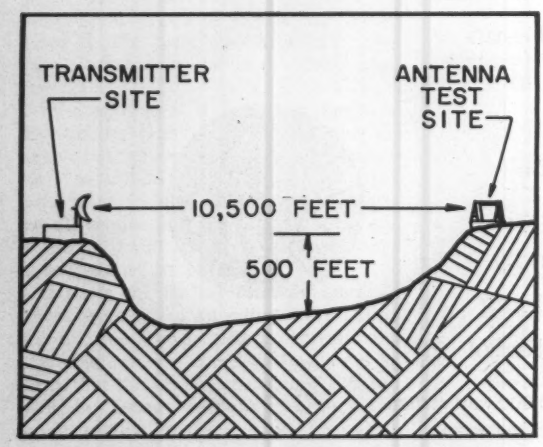
WHAT WILL A BAHT BUY? When Thailand was Siam and ticals were "tender," there were thousands of these three-headed elephants in Bangkok. But as times changed, these elephant coins disappeared and Bangkokians began buying with bahts. In Thailand, the natives can tell you, but, if you want to know what a baht buys in Baltimore, WBAL-Radio has the answer . . . Complete Coverage, that Thailand umbrellas can't provide—WBAL-Radio covers the entire metropolitan area plus 37 surrounding counties in Maryland and four adjacent states . . . A Trunk Full of Listeners that even a herd of elephants couldn't produce—WBAL-Radio is DOMINANT in the market, providing more unduplicated coverage than any other station . . . Full Range Programming and Music for Mature Minds—a distinctive combination that's hard to match even by Siamese standards. If you want to keep your sales riding high, bring your bahts to Baltimore —and buy WBAL-Radio!



WBAL-RADIO BALTIMORE NBC Maryland's only 50,000 watt station
Associated with WBAL FM & TV / Nationally represented by

Now...maximum power





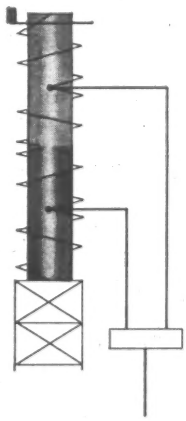
The test site shown represents a unique facility to provide you with the most accurate possible arrangement of coverage pattern for your particular area. Nearly two miles across the valley (see cross section) is the transmitter used for testing. Computer facilities housed nearby make it possible to supply you with an antenna with fixed power distribution and phase relationship between sections, to achieve an optimum vertical null fill-in and beam tilt.

The two section antennas have gain of 9.4 (approximate), which is suitable for 50 kw transmitters at 42 kw out with 80% line efficiency. The three section antennas have power gain of 14.1 (approximate), for use with 30 kw transmitters at 28 kw out with 80% line efficiency. On channels where the gain is 14.4, up to 800 feet of 6⅛" line will permit maximum authorized power with a 25 kw transmitter.

for any channel from 7 to 13

15 new General Electric helical antenna combinations assure near optimum electrical characteristics in any transmission area with gain from 4.5 to 4.8 per bay. Two section antennas have approximate gain of 9.4; three section antennas have approximate gain of 14.1.

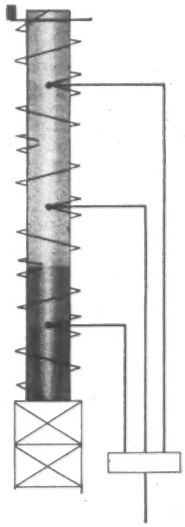
TWO SECTION ONE LINE FEED



Model 4TY52A1—Chan. 7-8
Model 4TY52A2—Chan. 9-10-11
Model 4TY52A3—Chan. 12-13

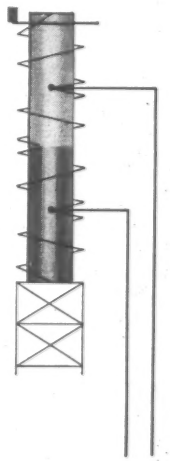
Note all lines are actually inside mast.

THREE SECTION ONE LINE FEED



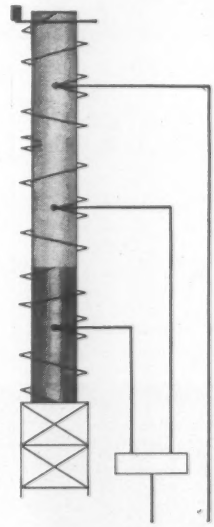
Model 4TY53A1—Chan. 7-8
Model 4TY53A2—Chan. 9-10-11
Model 4TY53A3—Chan. 12-13

TWO SECTION TWO LINE FEED



Model 4TY52B1—Chan. 7-8
Model 4TY52B2—Chan. 9-10-11
Model 4TY52B3—Chan. 12-13
Model 4TY52C1—Chan. 7-8
Model 4TY52C2—Chan. 9-10-11
Model 4TY52C3—Chan. 12-13

THREE SECTION TWO LINE FEED

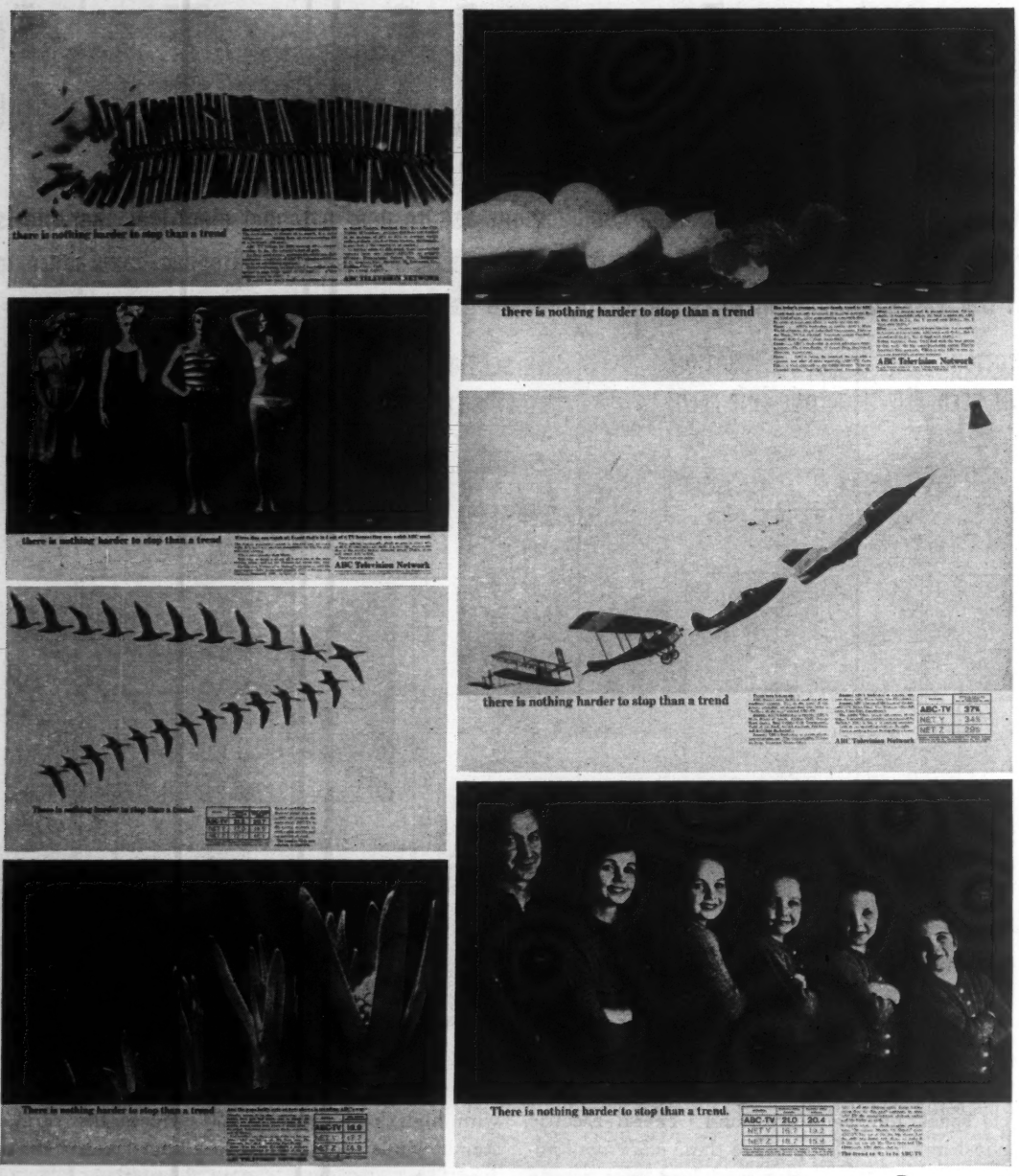


Model 4TY53B1—Chan. 7-8
Model 4TY53B2—Chan. 9-10-11
Model 4TY53B3—Chan. 12-13

The facts speak for themselves, and General Electric VHF helical antennas also provide these *additional* advantages: (1) fewer feed points and feed lines greatly reduce air leak and coupling problems (2) another antenna often can be "piggy-backed" on the helical, so two or more stations can use the same tower (3) feed lines inside mast protected from weather, shielded from RF field (4) helical can be sectionalized for emergency operation (5) no separate heating elements for de-icing; using helix as own de-icer takes less power (6) no feed lines smaller than 3⅛" diameter — rugged, durable with high load capacity (7) structurally rigid, withstands winds to 112 miles per hour; resists shifting of feed lines, eliminates pattern fluctuations in winds.

For complete information, call your local G-E Broadcast Equipment representative, or write Technical Products Operation, Section 4871, General Electric Company, Electronics Park, Syracuse, New York. In Canada: Canadian General Electric Company, Ltd., Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ont. Export: International General Electric Co., Inc., 150 East 42nd Street, New York, N.Y.

GENERAL ELECTRIC


there is nothing harder to stop than a trend
there is nothing harder to stop than a trend
there is nothing harder to stop than a trend
there is nothing harder to stop than a trend
There is nothing harder to stop than a trend.

Well, what kind of a trend has it been?

It's been, first, a trend to first place.* To the largest share of the viewing audience where it counts most.

*From October to June, in the markets where they can watch all 3 networks, they watched ABC-TV most.**

It's been a trend to new successes in new programming. *My Three Sons* and *The Flintstones*, for example, have continually hit the top ten. And such established trends as *The Untouchables, 77 Sunset Strip, The Real McCoys*, have kept trending right along.

It's been a trend to a new trend in public service series. Witness the acclaim for *Sir Winston Churchill: The Valiant Years, Close-Up!, Expedition.* And a new trend in news reporting: *ABC-TV News Final.*

It's been a trend to sports leadership . . . with *Fight of the Week, NCAA and American League Football, College Basketball, All Star Golf, ABC-TV Wide World of Sports.*

It's been a trend to the most tangible kind of sponsor enthusiasm—a 20% jump in billings for the first quarter of '61, a figure far in excess of the industry pattern.

It's been a trend to new affiliate successes.† In Portland, Ore., Seattle-Tacoma, Salt Lake City, Boston, Milwaukee, after affiliate switches to ABC-TV, average evening audience shares soared as much as 52%.

It's been, in summary, that happiest of trends—an *uptrend.* A direction in which, it should be noted, we have every programming intention (*Top Cat, The New Breed, Target: The Corruptors, Calvin and the Colonel*) of continuing.

ABC Television

*Source: Nielsen 24 Market TV Reports, Average Audience, week ending Oct. 16, 1960 thru week ending June 18, 1961. Mon.-Sat. 7:30 to 11 PM. Sun. 6:30-11 PM. vs. similar period a year ago. †Source: American Research Bureau.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
July 17, 1961 Vol. 61, No. 3

THE HOT MARKET IN USED SHOWS

■ Syndicators find buyers eager for second-run programs

■ Crop this year will be biggest in several seasons

■ Off-network shows offer easiest sales and biggest profits

Film syndication is fast becoming predominantly a network hand-me-down proposition. It may be the hottest second-hand business in history.

Former network series being released to stations on a syndication basis this year already outnumber new first-run syndication series by approximately four to one—and the margin almost certainly will widen before the year is out.

The reports from NBC Films last week that *Groucho Marx Show* had been sold to 18 stations for a total of about $1.5 million and from Official Films that *Peter Gunn* had been sold to 10 major markets during the first week of selling underline a growing trend in the beleagured tv film syndication business: there's a receptive market at tv stations for so-called off-network programs with star names that have proved popular during their cycles on NBC-TV, CBS-TV or ABC-TV.

Off-network programs have been released to local stations from the earliest days of television, but the quantity has never approached "the flood of 1961," according to one tv film executive. Including such very recent entries as *Wyatt Earp, Peter Gunn, Groucho Marx* and *One Step Beyond,* 23 off-network programs have been placed into syndication during the first six months of 1961 alone. Only seven such shows were offered during all of 1960.

Ray Of Hope ▪ The programs represent a bright ray of hope for many of the tv syndicators, whose businesses have suffered in recent years because of the decline of sales of programs to stations caused by high costs in producing and distributing syndicated tv film shows and the scarcity of prime time evening slots on many stations, attributed to a more extensive use of network programs. Some syndicators observed that the depression status of syndication over the past two or three years has helped create a favorable climate for acceptance of off-network programs by stations and cited these reasons:

▪ The yearly drop in production of first-run series for syndication (from a high of 29 in 1956 to a low of 6 for this coming season) has resulted in a scarcity of film programs for many stations and a consequent receptivity to proven network properties. Even reruns of syndicated shows, in many instances, have been worn thin by repeated usage.

▪ The feature film libraries have been "used up" by many stations and these time periods can be filled by off-network shows of the one-hour type.

▪ Many stations find off-network properties more satisfactory than first-run, even if the latter were available, because the price generally runs about one-third lower. The programs already have a track record and can be promoted more easily.

▪ Such programs need not be placed in prime time, though some are so slotted on stations, but because of their price can be scheduled in the early evening periods (5 p.m.-7 p.m.) or as daytime strips when their evening exposure has ended. By contrast, a higher investment in first-run syndicated programs dictates that they be placed in scarce time in order to obtain "top dollars" from advertisers.

▪ Off-network shows are "easier" sales than first-runs, syndicators claim, thus shaving their selling expenses.

▪ The producer and distributor have recouped all, or a large part, of their investment during the network exposure of the program and require a comparatively few sales to compensate for residual talent fees and other expenses (a consensus seems to be 35 markets on an off-network show can return a profit).

The striking upsurge in release of off-network programs in 1961, as compared with 1960, can be gauged by the following information provided by leading tv film distributors:

During 1960, seven such series were released, totalling 423 half hours. Screen Gems has issued three—49 episodes of *Circus Boy,* 113 of *Wild Bill Hickok* and 37 of *Tightrope.* MCA-TV placed 117 half-hours of *M Squad,* ZIV-UA 39 episodes of *Rough Riders;* Independent Television Corp., 72 segments of *Broken Arrow* and ABC Films 36 programs of *High Road.* An indication of the sales appeal of these programs: virtually all have been sold in more than 50 markets and *Circus Boy* and *Tightrope* are set for 141 and 153 markets respectively.

In contrast, during the first six months of 1961, 23 off-network series were pushed out into the marketplace: 1,528 half-hours and 146 hours.

Indications are strong that the floodgates will open for other companies that have not as yet released their programs. MGM-TV officials said they probably will place 72 episodes of *The Thin Man*

23 off-network series released in 1961

The list of off-network programs released to television stations during the first half of 1961 covered 23 series, as compared with 7 for all of 1960, and totalled 1,528 half-hour and 146 hour-long programs, as against 423 half-hours for 1960. A breakdown of programs and number of episodes, released as of July 1, 1961, follows:

Official Films Inc.: *Peter Gunn* (114), *Yancy Derringer* (34), *Mr. Lucky* (34), *Wire Service* (39) and *Du Pont Theatre* (42).

ABC Films Inc.: *Wyatt Earp* (226), *One Step Beyond* (94) and *Matty's Funday Funnies* (170).

Ziv-United Artists: *Aquanauts* (32), *Bat Masterson* (108), and *Man and The Challenge* (36).

NBC Films: *Groucho Marx Show* (250) and *The Deputy* (78).

CBS Films: *December Bride* (157), *Wanted: Dead or Alive* (94), and *Angel* (33).

MCA-TV: *Staccato* (27), *Cimmaron City* (26), *Overland Trail* (17), *Riverboat* (44), and *Suspicion* (20).

Screen Gems: *The Web* (13).

EX-NETWORK SHOWS IN BIG DEMAND continued

and 26 half-hours of *Northwest Passage* (both were on NBC-TV) into syndication shortly. Some station officials report that both Four Star Productions and Desilu Productions are sounding out the market for release of some of their series that have concluded their network runs.

It is too early to give a definitive sales rundown on programs released this year

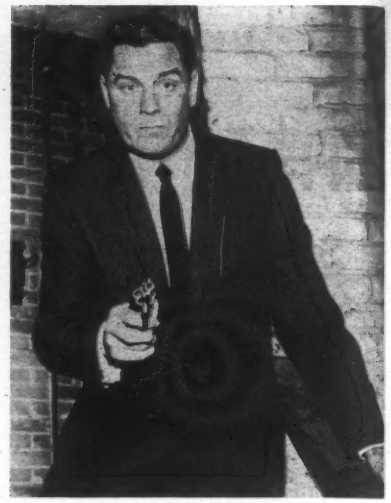
They must like **People's Choice** in New York; this former network series has been sold for its ninth run in the nation's first market.

(see separate story for complete list), but those that were offered in early spring already have compiled attractive records. For example MCA-TV reports that *Riverboat, Overland Trail* and *Cimarron City* already have been sold in more than 60 markets each and CBS Films Inc. points out that *December Bride,* in distribution for two months, has been sold to 21 stations for total revenue of $70,000. Perhaps even more striking was an announcement last week from Official Films: in the first week of selling *Peter Gunn, Mr. Lucky* and *Yancy Derringer* racked up sales of more than $1 million to 10 stations, including WNEW-TV New York, KTLA (TV) Los Angeles and WGN-TV Chicago.

Economic Conditions ▪ Seymour Reed, president of Official Films, stressed that stations always have realized the value of off-network programs. He agreed that present economic conditions in tv film syndication have accentuated sharply a practice that has existed from the early 1950's.

Official, he noted, probably has the largest group of both new and old off-network programs with such veteran series as *My Little Margie, Robin Hood* and *Foreign Intrigue* (issued under various other titles) still making the rounds after six or seven years. Mr. Reed made a salient observation on the use of more recent off-network shows: at the outset, they will not lend themselves to daytime or early evening "stripping" because of higher talent costs, but after several runs on a once-a-week basis, they will be slotted across-the-board.

Howard Anderson, vice president and sales supervisor of ABC Films, believes these programs will find themselves in prime time on many stations because "their quality often is higher than first-run syndicated programs." He noted that all network shows are not suitable for eventual release to stations, guessing that "perhaps one in 20 can make the grade." The likely candidates are the ones that have earned a "track record' during their network run and



After three years on NBC-TV, "Peter Gunn" series is being sold to local stations and was snatched up by 10 outlets in the first week of release.

are assured of sales in the top two or three markets, thus recouping talent costs (Screen Actors Guild requirements provide for a performer receiving a percentage of the minimum fee for a country-wide use of the program, ranging downward to 20 percent for the sixth and cut-off run; star performers work out an arrangement with the producer for use of the program in perpetuity).

Many CBS Programs ▪ CBS Films has been active in off-network syndication since 1951, starting with *Amos 'N' Andy* which is still making the rounds. Its off-network roster includes such stalwarts as *Our Miss Brooks* (1957), *Mama* (1957), *Life With Father* (1955), *Phil Silvers Show* (1958) and *The Honeymooners* (1956).

BROADCAST ADVERTISING

'61 toy tv totals may pass $15 million

IDEAL LEADS WITH PLANS FOR $3.5 MILLION; MATTEL CLOSE SECOND

Ideal Toy Corp., New York, appears likely to be the highest television spender in the toy field this year, according to a BROADCASTING spot check of toy advertiser activity.

It was confirmed last week that Ideal plans half-sponsorship of *Maverick* on ABC-TV next fall, a move that will bring the company's 1961 tv expenditure to around $3.5 million, as against more than $650,000 in 1960. Thus Ideal would appear to jump ahead of last year's leader, Mattel Inc., Hawthorne, Calif., which plans a $3-million campaign in 1961.

In addition to toy makers and agencies, BROADCASTING checked officials of the Toy Guidance Council and Toy Mfrs. of the U.S.A. The latter organization estimated the 10-12 major toy companies in the country will spend at least $15 million in tv this year—two-thirds of it in the fall-to-Christmas season.

And, TMUSA predicted, 1962 will see many toy companies that manufacture summer items (outdoor pools, swings, etc.) using summer tv, making that season a close second to the fall as an active time for toy advertising.

Experiment Result ▪ Ideal's 13-week half-sponsorship of *Maverick,* which is moving this fall to a new ABC-TV time slot (6:30-7:30 p.m. NYT), grew out of an experiment in prime-time effectiveness conducted by the toy firm last season.

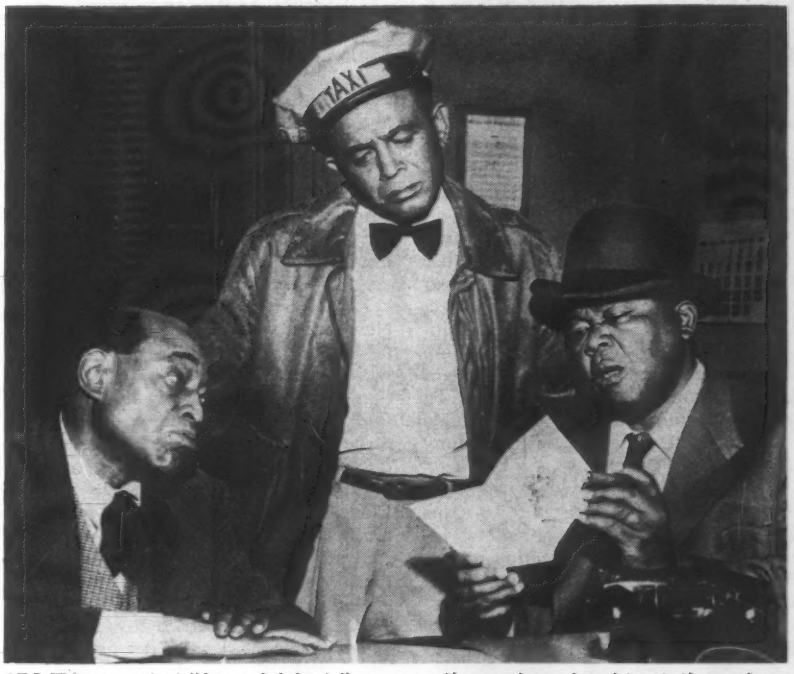
Ideal placed spot tv orders for prime-time exposure for its ITC Model Craft lines, a series of adult hobby construction kits. The hobby sets' sales doubled as a result of the campaign and represented 12% of Ideal's gross by the end of the year. Demand for Model Craft was so great the toy manufacturer decided to use adult network programming for its hobby kits in 1961.

Returning to the ranks of network

James T. Victory, general sales manager of CBS Films, pointed out that stations often buy three or four series at a time but he emphasized they are offered individually and are not sold as a package. He ascribes the continued popularity of off-network programs to the "tremendous built-in audiences that already know the show."

An official of ITC provided some piquant statistics about its *Susie* program. Presented originally as *Private Secretary* on CBS-TV for three years, the program has brought in almost $4 million to ITC in domestic and foreign sales in the past five years. It is being shown for the 13th time in Washington, D. C.; the 10th time in Chicago, and is set for 7th and 8th runs in New York, Baltimore, Detroit, Nashville, New Orleans and St. Louis. It has been dubbed in French, Spanish and Portuguese and subtitled in other languages and has been seen in 37 countries outside of the U. S.

The attitude of many stations toward these properties was summarized by Herb Jacobs, president of TV Stations Inc., which buys film programs on behalf of more than 100 tv stations throughout the country. Mr. Jacobs indicated strongly there is a place for off-network properties on many tv outlets because the programs are a "well-known commodity" and can obtain good ratings; are actually first-run in many markets; can hold an audience even in larger markets because many viewers didn't "catch" them the first time around. He noted that programs with three or four years production are "more valuable" because they provide stations with a continuity of programs. Mr. Jacobs believes that revenue accruing from sales of off-network programs will help syndicators during this period of depression and help them to prepare for production of first-run syndication programs in a year or two.



CBS-TV presented "Amos 'n' Andy" on the network during 1951-52 and 1952-53, and the re-runs have been carried continuously on local tv stations since 1953, believed to be the "oldest" off-network show.

Korn Speaks For Independents ▪ Bennet H. Korn, executive vice president of the Metropolitan Broadcasting Div. of MetroMedia Inc., New York, summed up the view of many independent tv station operators when he said:

"Those of us who operate independent tv stations in major markets—and we are in New York and Washington, D. C.—need a quantity of programs, and they must compete with the network outlets and other independents. We find that off-networks, balanced with several first-run syndication series, can do the job very satisfactorily. In many ways, an off-network can be superior to a first-run show because it is tried and true, while a first-run has to be 'put into orbit' and may not prove to be satisfactory. Our research shows there is a large audience which hasn't seen each episode of a network program and which can catch it during the off-network presentation."

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tv sponsors after a five-year absence (except for the annual sponsorship of *Macy's Thanksgiving Day Parade* on NBC-TV), Ideal has also signed with CBS-TV for 26 weeks of *Mighty Mouse Playhouse* (Sat., 10:30-11 a.m. NYT), beginning Sept. 16. In addition, Ideal has bought the Macy parade for another year and is dickering for a color show on NBC-TV.

The company will augment its network campaign with a heavy tv spot drive, bringing its total tv expenditure to around $3.5 million. Agency is Grey Adv., New York.

Doubled Budget ▪ Mattel Inc., toyland's second-ranking tv spender in 1961, has doubled its 1960 budget of $1.5 million. In addition to its year-round ABC-TV show, *Matty's Funday Funnies* (Sun., 5-5:30 p.m. and Sat., 7-7:30 p.m., both NYT), Mattel will order a 13-week spot tv drive in 50 markets beginning in mid-September. Agency is Carson-Roberts, Los Angeles.

Shari Lewis, NBC-TV program hostess (Sat. 10-10:30 a.m. NYT) demonstrates American Doll & Toy's Toodle-Loo.

Louis Marx & Co., New York, plans a $2-million all-tv spot drive in the top 35 markets, for the 10 toys it is promoting on television this year. Marx, which spent only $475,000 last year, will use live commercials on local and syndicated kiddy shows from September through December. Agency is Ted Bates & Co., New York.

Remco Corp., Newark, N. J., in an all-out tv drive this fall, will spend just under $2 million in network and spot.

Bernard J. Schiff, president of Webb Assoc., New York, Remco's agency, said the firm is ordering a 50-market spot campaign and three network shows —*Shari Lewis* (NBC-TV, Sat., 10-10:30 a.m. NYT); *Captain Kangaroo* (CBS-TV, Sat., 9:30-10:30 a.m. NYT) and *Periscope*, probable entry in ABC-

TV TOY TOTALS MAY PASS $15 MILLION continued

TV's 5-5:30 p.m. daily schedule.

Eldon Industries, Hawthorne, Calif., will place 3,600 tv commercials in 13 weeks in 24 markets this fall. The company is investing $1 million in the 3-month campaign placed through Guild, Bascom & Bonfigli, San Francisco.

Cincinnati Firm Uses Spot ▪ Kenner Products Co., Cincinnati, plans to use $1 million worth of spot tv time in over 65 markets between Oct. 15 and Dec. 17. Leonard M. Sive Assoc., Cincinnati, Kenner's agency, will place 35-40 one-minute spots in each market bought for four product lines. Items to be featured include building sets, toy slide projectors, "Doozies" (plastic "funny faces"), and paint sets.

Kenner's give-a-show projector, which sells for $5, comes with 16 strips of well-known cartoon characters, including several in tv syndication now—*Popeye, Yogi Bear,* and *Quick Draw McGraw,* among others.

American Doll & Toy Corp., New York, will spend $650,000 with network and spot television on 275 stations in 145 U. S. cities this year.

In network, the toy firm will use *The Shari Lewis Show* (NBC-TV, Sat., 10-10:30 a.m. NYT) and *Captain Kangaroo* on CBS-TV (Sat., 9:30-10:30 a.m. NYT). The overall campaign, scheduled to run from Sept. 15 through Dec. 15, also includes a 42-market spot tv drive. Agency is Webb Assoc., New York

Lionel Over Double ▪ Lionel Corp., New York, which spent over $290,000 in tv last year, reportedly will spend more than $650,000 in 1961. In addition to the *Macy's Thanksgiving Day Parade* on NBC-TV, the company will place spot campaigns on 75 stations in the U. S. and Canada. Aside from advertising its line of electric trains, Lionel this year enters the scientific toy field for the first time and will concentrate its spot tv efforts to promoting these products. Grey Adv., New York, is the agency.

The General Electric Co.'s radio receiver department will introduce a new line this fall—GE educational projects—consisting of seven kits of science projects for youngsters.

Commercials are being prepared by Young & Rubicam, New York, GE's radio receiver agency, for *The General Electric Theatre* (CBS-TV, Sun., 9-9:30 p.m. NYT), as well as for a spot drive in the top 20 U. S. markets. The more than half-million-dollar campaign will run from September to Christmas.

A. C. Gilbert Co., New Haven, Conn., has ordered $225,000 worth of participations in ABC-TV's 5-5:30 p.m. time slot from Nov. 6 to Dec. 20. Although not yet definite, the network will probably program *Periscope,* new show designed to appeal to the inquisitive youngster. Gilbert's agency, Banning Repplier Adv., Hampden, Conn., will place a total of 56 commercial minutes—about two spots per day.

A Gilbert spokesman noted Erector, one of America's best-known toys, will be advertised on tv this year for the first time in the product's 48-year history. The company projects a 10% increase in sales during Erector's promotion.

Lionel Corp. is shown here preparing for film an electric train commercial to be used in the toy firm's 41-market spot tv campaign this fall. Lionel more than doubled its tv budget. Agency is Grey Ad., New York.

"POWERFUL AND PROVOCATIVE ENOUGH TO KEEP A VIEWER SPELLBOUND! FONDA GIVES HIS MOST POWERFUL PORTRAYAL IN YEARS! TAUT.. ABSORBING.. COMPELLING DRAMA!"

–NEW YORK TIMES

THE A-OKAY'S... 32 RECENT FINE FEATURE MOTION PICTURES FROM UNITED ARTISTS

A-OKAY

U.C.C.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800 ■ **DALLAS** 1511 Bryan St., RI 7-8553
CHICAGO 75 E. Wacker Dr., DE 2-2030 ■ **HOLLYWOOD** 1041 N. Formosa Ave., HO 6-3429

SHELL COMES BACK TO TV

Three-week spot-tv schedule set for 27 markets after several months of all print-media ads

Shell Oil Co., which this year has channeled all of its $15 million into consumer advertising into print, made a firm move back toward television last week. The oil company approved a three-week spot tv schedule of varying lengths to cover 27 markets across the country.

The campaign is slated July 21 to Aug. 14, and the spots will include ID's, chain-break 20's and some 60 seconds in length. They will be geared to a promotion contest that Shell is conducting in conjunction with its dealers. The contest features the giveaway of Snark-type sailboats to lucky contestants whose names will be drawn by chance.

A supplementary radio campaign began last week with 9 to 15 weeks of spots targeted mostly for southeastern and southwestern states, including Mississippi, Louisiana and Texas. Billings for all of the spots are through Ogilvy, Benson & Mather. This marks the first break in the agency's resistance to the broadcasting media for Shell, whose consumer account it took over last fall.

Last month Shell announced it would sponsor 11 Sunday afternoon hours on CBS-TV devoted to a golf show. The oil company is still negotiating to sponsor on CBS-TV four hours of *Leonard Bernstein's Young People's Concerts.* Billings for both of these series come out of Kenyon & Eckhardt, which handles Shell's institutional advertising account.

The timing of Shell's move back to tv couldn't have been worse for Charles T. Lipscomb Jr., president of the Bureau of Advertising of the American Newspaper Publishers Assn. In a speech before the summer convention of the Newspaper Advertising Executives Assn. held in Detroit last week, Mr. Lipscomb said the "Operation Friendship" program, devised by his bureau as a promotion effort behind Shell's newspaper ad campaign, has operated with success and "inspiring speed and smoothness."

New service

With this issue BROADCASTING is offering a new service to its readers. Called "Commercials in Production" the new department (see page 34) will list new commercials for which advertisers or their agencies have signed contracts and which will be used in national or large regional broadcasting campaigns. Listings in the new department will include: Commercial producer, with his address; advertiser and product; length, number and type of commercial; name of production manager; agency, with agency account executive and agency production manager and the approximate cost of the commercial.

Commercial producers interested in being included in this new department should submit information promptly to any of the editorial offices of the magazine.

Vtr producers agree on exchange

Tv tape producers in three major markets have taken the first step to form a video tape production network to provide vtr service for clients anywhere in the country without the need for sending high-priced production people from one city to another. Video Tape Productions, New York, WFAA-TV Dallas, and International Video Tape, Beverly Hills, Calif., are the three founders of the vtr interchange service, which they believe will save substantial amounts for their clients. Each company will make available to the others its facilities for taping segments, inserts or even a complete production. Other affiliates, both in the U.S. and abroad, will be added as the call for service dictates. The three founding companies of the vtr service network all have equipment of the same standard type, including Marconi cameras, to insure top facilities at all three locations. This was said to be an underlying consideration in the formation of the affiliation.

Some advice on trimming film commercial costs

Methods for cutting costs of film commercials in tv were outlined to the Advertising Club of Grand Rapids, Mich., July 7 by Ruth L. Ratny, creative vice president of the Fred A. Niles Communication Center, Chicago. Attention to cost becomes even more important this next season, she said, with tv time charges expected to run 5% more, talent costs up 20% and production up 20%.

Miss Ratny urged advertisers and agencies to be sure their staff writers have a "thorough knowledge" of the film medium and know cost factors, as well as permitting the producer to suggest changes and improvements in the script or storyboard. All changes should be made in pre-production conferences, she urged, not during shooting when "hindsight" alterations are costly.

More than one spot should be made at a time for economy in production and a voice-over announcer is much less expensive than sync shooting, she said. Still photos of exteriors and interiors should be used whenever possible since weather often complicates location filming. Children, smoke, water, dogs and complicated opticals also should be avoided when economy is important, Miss Ratny added.

Radio's ups and downs

Radio's national spot billings dropped 7.9% during the first quarter of 1961 but snapped back during the second quarter and may wind up the first half of the year on a par with the first half of 1960, Lawrence Webb, managing director of Station Representatives Assn., reported last week.

He said first-quarter figures, compiled for SRA by Price Waterhouse & Co., put gross time sales at $40,324,000 against $43,805,000 for the first quarter of 1960. His report on the second-quarter comeback was based on preliminary estimates, which he said showed "considerable improvement." The SRA figures, compiled quarterly by the New York accounting firm, are subject to revision upon release of the FCC's official report for 1960 later this year.

CBS wants agencies to toot own horns

CBS Radio has offered some 100 top advertising agencies the opportunities to air their views on the role of advertising in the American society and economy.

Fred Ruegg, CBS vice president, station administration, whose letters to the heads of the agencies invited them to express their thoughts on tape or disc in the form of one-minute messages, said "the project will go a long way towards achieving a better public image of the advertising profession."

As a public service, CBS Radio will present the message 12 times each on all its seven owned-and-operated stations: WCBS New York, WBBM Chicago, WCAU Philadelphia, WEEI Boston, KMOX St. Louis, KCBS San Francisco and KNX Los Angeles.

"Charlotte's WSOC-TV... merchandising 'plus' puts more sell into our campaigns"—McCowan, Henderson

"When we are placing spot schedules on WSOC-TV, we know that we will reach the right audience for our products. And, WSOC-TV's excellent merchandising support is a 'plus' factor that puts more 'sell' into our campaigns."

BETTY McCOWAN
Henderson Advertising Agency, Inc.
Greenville, S. C.

Some things are not shown on rate cards. Important things like merchandising, for example. Schedules on WSOC-TV get the finest merchandising support in the Carolinas. Trade mailings, in-store displays when applicable, tie-in ads, product surveys if needed—other specialized support. Put your advertising schedule on WSOC-TV ... one of the great area stations of the nation. You'll see results!

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

PAT WEAVER'S NEW M-E JOB

Will head M-E Productions and international operations as Clyne, Van Volkenburg resign

Mr. Weaver | Mr. Clyne | Mr. Van Volkenburg

Sylvester L. (Pat) Weaver Jr. was catapulted back into the forefront of television programming last week in a surprise realignment of M-E Productions that also brought the departure of C. Terence Clyne and J. L. Van Volkenburg.

The three men are among the best known figures in television advertising and programming management. M-E Productions is the television and radio division of Interpublic Inc. (formerly McCann-Erickson).

Mr. Weaver, 52, who established himself as one of television's leading "creative" minds as chairman and president of NBC in the early 1950s, was named president of M-E Productions. He has been chairman of McCann-Erickson Corp. (International), which directs Interpublic's overseas offices in 22 countries, and also will continue in that role.

Harold Graham Jr., a senior vice president of M-E Productions, was promoted to executive vice president in the new setup.

The resignations of Mr. Clyne as chairman of M-E Productions and Mr. Van Volkenburg as president were said to be in line with wishes expressed by both men some time ago.

Marion Harper Jr., Interpublic president, said Mr. Clyne was retiring in keeping with "previously disclosed personal plans to leave the agency business in the fall of 1961," and that Mr. Van Volkenburg, who came out of retirement to take the M-E post in June 1960, had done so "with the understanding that at the end of approximately a year he would be able to return to his home in Florida."

Mr. Clyne was on vacation last week but agency authorities said both he and Mr. Van Volkenburg probably would remain with M-E for several weeks, while the new top-management team is in the process of taking over.

Big Question ▪ Just what effect Mr. Weaver's move into the agency's top television post will have on the nature of its television activities was regarded as a speculative question, but observers agreed it could be far-reaching. M-E Productions is not currently active in the actual production of programs, but its organization specifically permits it to operate in this field and there was considerable speculation that in time it would do so, although inside sources doubted this would happen immediately.

Even without getting into production, Mr. Weaver's ability to influence programming through the selection of shows for Interpublic clients could be considerable: His division is responsible for close to $100 million in broadcast billing. In 1960 its tv billing alone was $89 million.

Without going into details, an Interpublic spokesman said that "changes will be made in M-E Productions."

Mr. Weaver is known as an innovator. At NBC he was credited with key roles in the development of the *Today* and *Tonight* shows, the *Wide Wide World* format, the color spectaculars and, on the sales side, the so-called "magazine concept" which was the forerunner of the participation-sales pattern so widely used in network television today.

Some of his views were put on record two weeks ago. Testifying in the FCC's program hearing, he suggested

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are name of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

CBS Animations, 485 Madison, NYC

Lever Bros. (Good Luck Margarine), one 10, stop motion, film. Clem Stigdon prod. mgr. Agency: Ogilvy, Benson & Mather; Hal Burdick prod. mgr. Approx. cost $1,400.

United Biscuit Co.—Keebler Biscuit Co. Div. (Keebler Cookies), three 10s, animation, film. Arthur Bartsch prod. mgr. Agency: Lewis & Gilmann; John Bleasdale prod. mgr. Approx. cost $1,200.

International Trading Co. (Olympia Typewriters), one 60, live action and animation, film. Clem Stigdon and Arthur Bartsch, prod. mgrs. Agency: Mann-Ellis; Ed Murray a.e., Ken Kelly prod. mgr. Approx. cost $5,000.

Format Films, 4741 Laurel Canyon Blvd., North Hollywood, Calif.

North American Van Lines (moving), animation. Cullen Houghtling prod. mgr. Agency: Dallas-Jones Co., Chicago.

Freberg Ltd., 7781 West Sunset Blvd., Hollywood

General Mills (Cheerios), six spots. Agency: Dancer-Fitzgerald-Sample.

Phoenix Studios Inc., 420 Lexington Ave., NYC 17

National Biscuit Co. (Milk-Bone), two 60s, animation, film. Agency: Kenyon & Eckhardt; Wendell Phillips a.e.; Marshall Rothen prod. mgr.

Mutual of Omaha (insurance), two 60s, one 90, animation, film. For Golding-Elliott-Graham, Ed Graham a.e. Agency: Bozell & Jacobs; Harold Fair a.e.

Raymond Scott Enterprises, 140 West 57th St., NYC

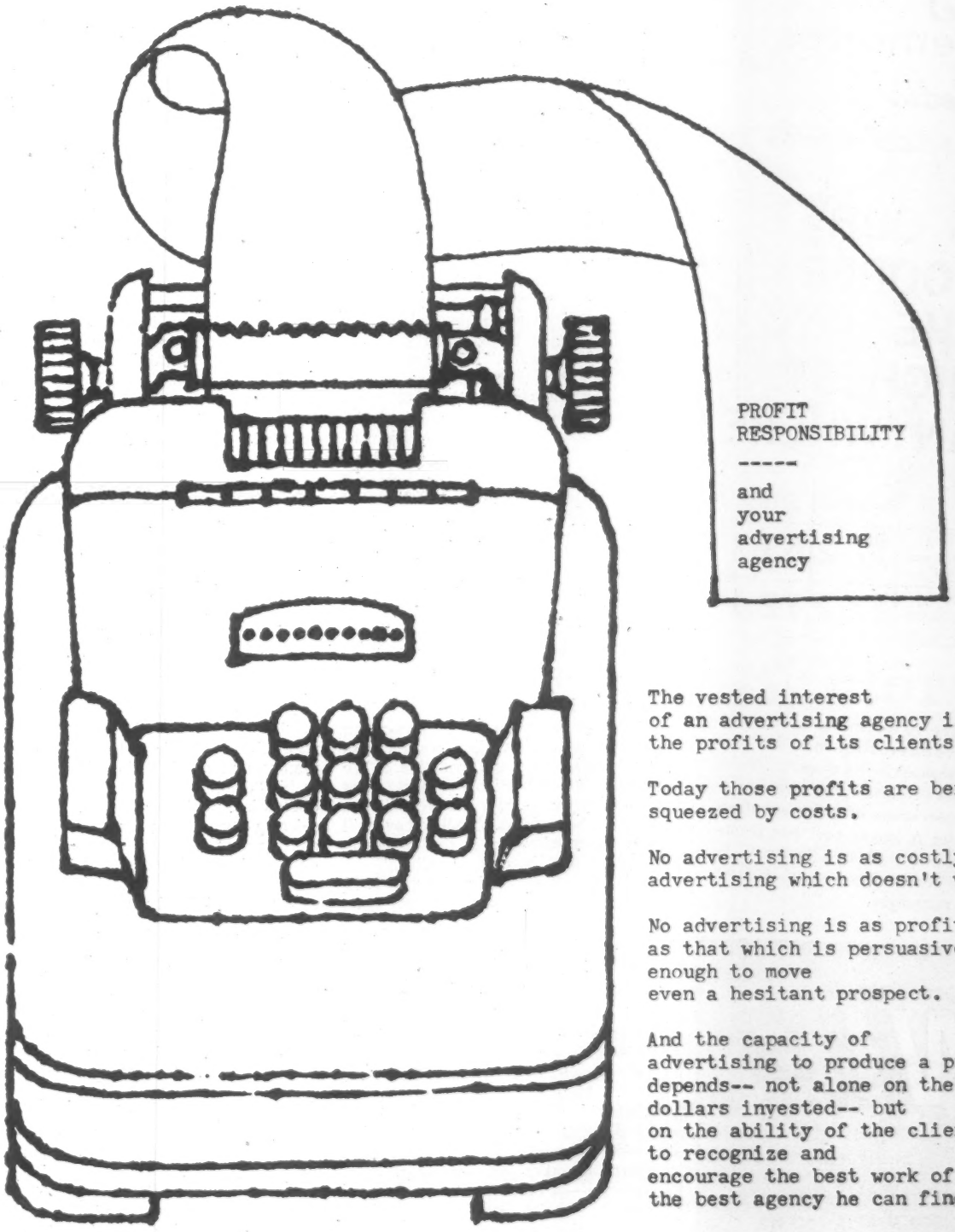
Lever Bros. (Dove), electronic music. Charles Barclay prod. mgr. Agency: Ogilvy, Benson & Mather; Ken Shaw prod. mgr.

Nestle Co. (Nescafe) two 60s, four 20s, four 8s for tv; three 60s radio electronic music. Charles Barclay prod. mgr. Agency: F. H. Hayhurst, Toronto; Cliff Harrison prod. mgr.

Skelton Studios, 1416 N. LaBrea Ave., Hollywood 28

Miles Labs. (Alka-Seltzer, Bactine) two 60s, tape. Grover Allen prod. mgr. Agency: Wade Adv.

Beechnut Lifesavers Inc., four 60s, film. Charles Barton prod. mgr. Agency: Young & Rubicam, Inc.



The vested interest
of an advertising agency is in
the profits of its clients.

Today those profits are being
squeezed by costs.

No advertising is as costly as
advertising which doesn't work.

No advertising is as profitable
as that which is persuasive
enough to move
even a hesitant prospect.

And the capacity of
advertising to produce a profit
depends-- not alone on the
dollars invested-- but
on the ability of the client
to recognize and
encourage the best work of
the best agency he can find.

YOUNG & RUBICAM
advertising

memo to:
Media Departments

IS OUR HOOPER THE HIGHEST ANYWHERE?

	RATING	SHARE
M-F 7:00 am-7:30 am	17.2	63.7
M-F 7:30 am-8:00 am	17.7	72.1

WILS HOOPERATING JAN-MAR, 1961

We've been told our recent Hooperating may be the highest in the country. We'd like to know for sure. So if you know of a higher rating (or a lower cost per thousand), please write E. L. "Red" Byrd, our station manager.

19

RADIO WILS LANSING
1320
24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS
represented exclusively by
Venard, Rintoul and McConnell

that networks had succumbed to the "Hollywood B picture" trend, said viewers "want to be sold on the better, not the worse," and took the position that the public "will respond to adult appeals, although not all the time." He also called attention to dramatic, music, opera, ballet and other so-called "quality" programs presented on NBC while he was there in various executive posts from 1949 to 1956, and described himself as optimistic about program improvement in the future (BROADCASTING, July 3).

The Next Decade ▪ Some Weaver enthusiasts who worked with him in his NBC days—many of whom are now in key positions there and elsewhere (see below)—saw in his latest assignment a chance to "help create the pattern of television programming for the next 10 years, just as he helped set the format for the first decade." Their reasoning was that current attacks on programming, particularly by the FCC and other government sources, require changes that probably will evolve during the next two years and that as head of television for one of the top four tv agencies he will be in a position to influence those changes materially.

Interpublic President Harper foresaw this—and more. He said Mr. Weaver's new assignment, on top of his international post, reflects the agency's interest "in the growth and development of world-wide television, and the attainment of quality programming."

Other Interpublic sources said the reference to "world-wide television" anticipated the use of television as an international advertising medium as soon as facilities are available. "We have a number of clients who use print advertising throughout the world," one official said. "Undoubtedly they will want to use television in the same way whenever that becomes feasible."

Mr. Weaver joined McCann in 1959 after serving as advertising and marketing consultant to Kaiser Industries following his departure from NBC in 1956. Before joining NBC he had been, before the age of 30, advertising manager of American Tobacco Co. under the late George Washington Hill. He also had been manager and later vice president and director of the radio-tv department of Young & Rubicam.

Mr. Clyne, his predecessor as M-E Productions head, has been in charge of television for Interpublic and its predecessor McCann-Erickson since 1954. Mr. Harper hailed this service as representing "one of the longest and most successful tenures of any agency television head," and also praised Mr. Clyne for "innumerable programming innovations for our clients."

'Lucy's' Developer ▪ Mr. Clyne also has been vice chairman of McCann-Erickson, the major agency division of Interpublic, in addition to heading M-E Productions. Before moving to McCann he was with the Biow Agency where, among other accomplishments, he was credited with developing the long-running, top-rated *I Love Lucy* program.

For many years, first at Biow and subsequently at McCann, he was identified with the Bulova Watch account, which moved a few months ago to Sullivan, Stauffer, Colwell & Bayles. In 1948, while with Biow, he conceived and sold what was said to be the first "tv station identification." He entered broadcasting and advertising as an account executive with Free & Peters station representation firm (now Peters, Griffin, Woodward).

Although he has been quoted as saying he planned to retire at age 55 (he was 55 on March 22), and the announcement of his resignation referred to his "decision to retire," he was also quoted last week as saying he was considering "various other connections," starting next January. A representative doubted he would reach a decision immediately.

Mr. Van Volkenberg, for many years

Where the 'Weaver Men' are today

When Pat Weaver, the new head of M-E Productions (see above), was flying high and wide in television programming at NBC, he was surrounded by a group of assistants who became known as "Weaver Men." They've never completely lost that identification, although most of them have long since scattered to other jobs—many of them pivotal—in other networks or agencies.

Ten days ago one of them, Mort Werner, who had moved on to Young & Rubicam, was called back to NBC to become head of television programming (BROADCASTING, July 10). Others of the group include Richard A. R. Pinkham, now senior vice president in charge of broadcast operations for Ted Bates & Co.; Thomas A. McAvity, vice president and television program supervisor for J. Walter Thompson Co.; Michael Dann, CBS-TV vice president in charge of network programs, New York; Frederic W. Wile Jr., west coast manager of The Advertising Council, and—within Mr. Weaver's own parent organization—Matthew J. Culligan, general corporate executive of Interpublic Inc.

A "well-bred" SUCCESS story for WDAY-TV, Fargo!

Every afternoon from 4:00 to 5:00, the old Hayseed puts on a local live talent show called "Party Line" — breezy informal chatter that really wows the wimmin.

During *one* minute of *one* day, earlier this year, the chat was about the next day's opening of a new Cox's Bakery store — their eighth. Results? To quote Dale Cox himself, "We sold 500 loaves of bread before we got the door open for business; 7,300 loaves on opening day; 9,400 loaves the second day. This is a *first* and the people are still coming in."

"Party Line" is doing a *spectacular* job for a number of big-time food and household products. Ask PGW for all the facts!

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

with CBS, was the first president of CBS-TV, serving in that post from 1951 until his retirement at the end of 1956. When he retired he moved to Florida but remained a consultant to CBS and subsequently served as president of Pacific Ocean Park, a west coast amusement park, until CBS disposed of its interests in it. He came out of retirement again to take the M-E Productions presidency on June 1, 1960. He said last week he was not considering new job plans and would move back to Florida as soon as he winds up his M-E Productions assignments.

Mr. Graham, the new executive vice president of M-E Productions, started with McCann-Erickson in 1946 as a trainee, later became a radio producer and director. After two years of army service he returned as a television account executive, moved to CBS-TV as a general program executive in Hollywood from 1957 to November 1959, then moved back to McCann as manager of client planning. He became a vice president of M-E Productions in July 1960.

McCann has suffered three substantial account losses in the past six months —the $10-million-plus Liggett & Myers account for Chesterfield, Oasis and Duke cigarettes, Colgate-Palmolive's Ajax and Spree ($3 million), and the Bulova business ($4 million)—but company officials denied these had any bearing on the television division changes. One did suggest that the changes might have been delayed a few months if the agency had not lost the Chesterfield business. This account loss came after Liggett & Myers became involved in boycott threats stemming from protests against *The Untouchables*, which L&M was sponsoring but decided to drop the program after the current summer season (BROADCASTING, March 20).

DUPONT'S NEW TV PATH

Weekly hour-long program will utilize both corporate and product advertising

In a reversal of previous strategy, E. I. du Pont de Nemours will blend most of its corporate and its product tv commercials into one giant "mixer" next season—the *Du Pont Show of the Week* over NBC-TV (Sun., 10-11 p.m.). Du Pont's rationale: by placing nearly $8 million of a total tv budget of more than $13 million into one "prestige" series, the company hopes to attain stronger identity with the program for its various divisions and for the corporation itself.

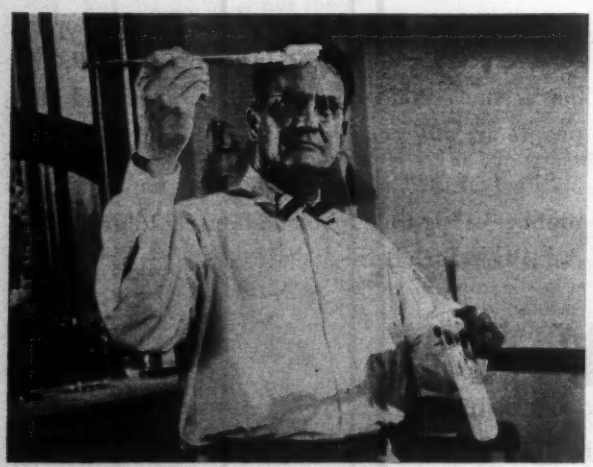
Du Pont's tv advertising plans for next season were outlined by Charles (Chuck) Crowley, the company's television manager, last week.

The change in the company's approach can be gauged by one of Mr. Crowley's observations: "During this past season, all of du Pont's corporate messages on tv were on the *Du Pont Show of the Month*, but we bought participations on 28 other network shows for product advertising. For the 1961-62 season, we will use part of the *Du Pont Show of the Week* for corporate messages and part for product selling, and, in addition, we have bought participations on only 12 other network programs for additional product advertising."

Du Pont officials realize there is some risk to "putting most of our eggs in one basket," but, Mr. Crowley continued, intensive study by the company over a period of several months produced compelling reasons for an association by du Pont with a single "blue-ribbon" series for most of its tv advertising budget. Du Pont believes that the *Show of the Week*, which will be "dramatic actuals" of the past and present, will provide an emphatic environment for both corporate and product messages. The series is regarded as "idea programming" and will explore such subjects as "Music of the Thirties," "Fads and Foibles" (a musical treatment of the subject), "Paper Bullets" (a dramatization of Nazi attempts to flood the world with counterfeit money), "The Ziegfeld Touch" (a musical biography of Florenz Ziegfeld) and "Merrily We Roll Along" (a pictorial history of the automotive age).

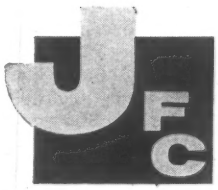
Mr. Crowley noted that the welding of corporate with product advertising on one program dictated approval of the project by three departments (Fabrics & Finishes, Industrial & Biochemicals and Textile Fibers) and the corporate advertising unit. Approximately 45% of the commercial time on *Du Pont Show of the Week* will be devoted to corporate commercials, he said, and 55% to product commercials.

Du Pont now is in the process of producing new commercials for the coming series, but also hopes to utilize successful commercials of the past by updating them. But company policy is not to repeat a corporate commercial more than once during the season. Another change by du Pont next season will be to emphasize the two-minute



A du Pont corporate commercial is often a story. This scene re-creates the moment when a new synthetic fiber —nylon—results from a broad program of research.

This vignette from a commercial dramatizes the invention of a new type of fire alarm by a customer of E. I. duPont de Nemours.



Quality Programs *for* Quality Programming

BOZO THE CLOWN©

208 titles. Now on 198 U. S. and foreign stations. America's favorite full-color cartoon library.

A Larry Harmon Production

HOLLYWOOD Hist-o-Rama©

All the excitement of fifty years of Hollywood crammed into 208 fascinating five-minute factuals.

A Julieart Production

57 POST–'50 FEATURES

A compact, powerful package of BLOCKBUSTERS now garnering top ratings on more than 170 U. S. and foreign stations.

LAUREL & HARDY

The world's best known and most beloved comedians – recreated in full-color cartoon animation for an extraordinary half-hour program series.

A Larry Harmon Production

JAYARK FILMS CORPORATION

15 East 48th St., New York 17, N.Y. MUrray Hill 8-2636

rather than three-minute corporate commercials, dictated largely by the need to accommodate a product commercial also within an individual program (three-minute versions still will be used, however).

Seasonal Needs ▪ The scheduling of commercials will be keyed to seasonal requirements. For example, during the fall and winter, product commercials for anti-freeze will dominate and corporate messages will be de-emphasized. In the spring, the stress will be on paints. In slack periods, the corporate messages will be accentuated, though there will be product representation throughout the year.

Mr. Crowley reported that studies by independent researchers point to the conclusion that the most effective du Pont commercials—both corporate and product—are "those that tell a story." The corporate and many of the product commercials, he said, are constructed as "vignettes around our company or a product that captures the viewers' attention, and stays in their memory, we hope." Corporate commercials may treat such subjects as basic research in the sciences; how new products are developed; how improvements in products help our technology, or what the impact of industrial welfare and pension plans is on the social structure of the country.

In addition to Mr. Crowley, a sizable group of du Pont executives has been occupied with the *Show of the Week* project. They include J. Edward Dean, advertising director; Edward Pechin, assistant director of advertising; Lyman Dewey, advertising division manager; Hugh Horning, television supervisor for product advertising; Mac Collette, tv supervisor for corporate advertising; George Nielson, commercial supervisor and Charles Hackett, public relations advisor for television.

BBDO, New York, is the agency of record for the *Du Pont Show of the Week* and handles the corporate advertising and all product advertising except the company's Lucite paints, which are handled by N. W. Ayer & Son, Philadelphia.

Knox Reeves gets Fitzgerald agency

Fitzgerald Advertising, New Orleans, which last month lost the $9 million Hunt Foods account to Young & Rubicam and suffered relatively what was considered to be the most severe billing setback in agency circles so far this year, has been acquired by Knox Reeves Adv., Minneapolis. The new name of the New Orleans agency becomes Knox Reeves-Fitzgerald. The switch of the Hunt Foods account is only a part of the multi-million dollar game of musical chairs that some 40 major broadcast advertisers have played in the past six months among agencies (BROADCASTING, July 10).

Fitzgerald's 15 remaining accounts, billing about $2 million (some other accounts also had followed Hunt out of the Fitzgerald shop), go with it into the new agency in New Orleans. Knox Reeves-Fitzgerald will be headed by operations vice president Roy M. Schwarz, formerly executive vice president in charge of creative services at Fitzgerald.

E. W. Rector Wooten, senior vice president-executive art director for Fitzgerald, becomes vice president of Knox Reeves-Fitzgerald. Joseph L. Killeen, co-founder and board chairman of Fitzgerald, heads the executive committee of Reeves-Fitzgerald, and Robert P. Carley, Fitzgerald president, moves to Young & Rubicam, New York (HEADLINERS, July 10). Mr. Carley headed Hunt Foods' Wesson and Snowdrift accounts at Fitzgerald. It is understood that fewer than two dozen of Fitzgerald's original staff of about 75 remain, although a few of the others move to Knox Reeves in Minneapois and Y&R in Los Angeles.

Business briefly...

Maybelline Co., Chicago, in addition to 26-week participation schedule on NBC-TV *Saturday Night Feature* and the new ABC-TV *Steve Allen Show* to begin after Labor Day, plans a spot tv campaign in about 100 markets this fall. Additional network buys are contemplated. Tv drive will augment eye cosmetic firm's million-dollar four-color print campaign this summer. Agency is Post & Morr, Chicago.

Kitchens of Sara Lee, Chicago, orders a 13-week schedule of two weekly segments on CBS Radio's *Bing Crosby-Rosemary Clooney Show,* effective July 13. Agency: Cunningham & Walsh Inc., Chicago.

Onamia Manufacturing Co., for Luralight, has purchased a schedule of two segments per week of CBS Radio's *Arthur Godfrey Time.* Agency: Strandberg & Assoc. Inc., Minneapolis.

Quaker Oats Co. has bought full sponsorship of *The Tournament of Roses Parade & Pageant,* to be telecast on CBS-TV New Year's Day (11:45 a.m.-1:45 p.m. EST). Agency: Lynn Baker Co., N. Y.

Time, Life International and U. S. Camera, among others, have each ordered 13-week schedules over WRUL New York, Worldwide Broadcasting's international short-wave station, for campaigns in Europe, Africa and Latin America.

What does GEORGE A. BOLAS say about* **BROADCASTING YEARBOOK?**

"ALWAYS WITHIN REACH"

"Over the past many years, I have come to rely on the BROADCASTING Yearbook as a source of industry information. My copy is always within reach and I constantly find the need to refer to this handy annual.

V.P., Director of Media Activities Tatham-Laird Chicago

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1961-62 BROADCASTING YEARBOOK when it comes off the press on September 1? *Guaranteed circulation:* 18,000 copies. *Same* rates, *same* space sizes as every issue of BROADCASTING. *Final plate deadline:* July 29. Reserve the position you want – TODAY – before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO
delivers more for the money

Modern new City Hall of Modesto — Stanislaus County seat.

Stanislaus County is an important market in California's great Central Valley. It is the 9th county in the entire United States in total farm income. Also, it is the first county on the Pacific Coast and 18th in the United States in retail sales per household — $5,107.00 per household. (Sales Management 5-10-61)

Stanislaus County is part of the area covered by Beeline station KBEE, Modesto. In fact all the important California Central Valley and Western Nevada markets are sold on the Beeline stations. And Beeline Radio delivers more of their radio homes than any other combination of stations, at the lowest cost per thousand. (Nielsen Coverage Service Report #2, SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

April network tv advertising billings

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

(Source: TvB/LNA-BAR)

	April 1961	January-April 1961	January-April 1960
Agriculture & farming	$ 220,894	$ 890,681	$ 794,498
Apparel, footwear & accessories	1,108,650	3,659,951	2,387,403
Automotive, automotive accessories & equipment	3,271,086	15,835,002	18,201,996
Beer, wine	524,412	2,067,276	2,722,113
Building materials, equipment & fixtures	666,039	1,081,886	782,474
Confectionery & soft drinks	2,089,499	8,110,353	6,167,419
Consumer services	865,524	2,498,858	1,678,157
Drugs & remedies	6,132,885	31,322,293	29,620,886
Entertainment & amusement	38,970	391,685	143,517
Food & food products	11,506,352	46,084,467	39,391,514
Freight, industrial & agricultural development	32,890	270,010	235,760
Gasoline, lubricants & other fuels	1,405,718	5,325,509	5,343,473
Horticulture	33,227	45,183	319,538
Household equipment & supplies	2,607,494	9,580,652	8,397,902
Household furnishings	284,820	1,274,916	2,276,530
Industrial materials	1,424,308	7,214,439	7,582,701
Insurance	1,146,830	4,086,724	3,972,566
Jewelry, optical goods & cameras	1,398,460	4,063,390	3,556,729
Office equipment, stationery & writing supplies	64,959	793,773	1,054,854
Political	....	....	....
Publishing & media	120,468	765,811	7,314
Radio, tv sets, phonographs—musical instruments, accessories	231,800	796,894	1,467,783
Smoking materials	6,466,584	25,932,011	26,341,057
Soaps, cleansers & polishes	7,715,525	28,746,072	24,025,488
Sporting goods & toys	273,198	1,188,510	935,182
Toiletries & toilet goods	9,346,265	37,399,116	36,782,777
Travel hotels & resorts	33,829	33,829	563,566
Miscellaneous	782,857	3,044,571	3,069,794
TOTAL	$59,793,543	$242,303,862	$227,822,991

TOP 15 NETWORK COMPANY ADVERTISERS
April 1961

1.	Procter & Gamble	$ 4,062,425
2.	Lever Brothers	2,674,286
3.	American Home Products	2,446,440
4.	Colgate-Palmolive	1,781,183
5.	General Mills	1,752,527
6.	R. J. Reynolds Tobacco	1,636,620
7.	General Motors	1,516,296
8.	General Foods	1,513,615
9.	Brown & Williamson Tobacco	1,258,651
10.	Gillette	1,143,882
11.	S. C. Johnson & Son	1,108,732
12.	National Biscuit	1,089,606
13.	Sterling Drug	1,059,453
14.	Miles Laboratories	1,042,614
15.	Texaco	1,016,560

TOP 15 NETWORK BRAND ADVERTISERS
April 1961

1.	Anacin tablets	$ 814,432
2.	Metrecal	739,047
3.	Winston cigarettes	689,649
4.	Crest tooth paste	610,318
5.	Swan liquid detergent	554,704
6.	One-A-Day vitamin tablets	545,608
7.	Salem cigarettes	526,514
8.	Colgate dental cream	480,017
9.	Du Pont paints (Home)	475,324
10.	Listerine antiseptic-oral	459,392
11.	L & M cigarettes	449,567
12.	Beech Nut gum	437,401
13.	Kent cigarettes	433,747
14.	Tide	432,095
15.	Bayer aspirin tablets	413,054

Huntley-Brinkley reach and impact documented

NBC-TV's *Huntley-Brinkley Report* (6:45-7 p.m., EDT) has been an effective buy in terms of reach and impact for its sponsor, Texaco Inc., according to an NBC research bulletin released last week.

The bulletin documents its contentions with information taken from the Nielsen Television Index, and from an impact study of the news program conducted for the network by R. H. Bruskin Assoc. Among the findings of the study:

- More viewers than non-viewers mentioned Texaco gasoline when asked what gasoline brands, or companies, they could think of.
- Texaco's trademark was identified by three out of every four viewers.
- Viewers had a more favorable opinion of Texaco gasoline than non-viewers.
- Almost twice as many frequent viewers of the news program as non-viewers (13% vs. 7%) said they use Texaco gasoline "most often."

Figures taken from the Nielsen Television Index show the *Huntley-Brinkley Report* share of audience in April-May 1961 (35%) was the highest since Texaco's sponsorship started in June 1959, and that more homes per minute were reached by the program in the first quarter of 1961 than in the same quarter a year ago (8.7 million vs. 7.5 million).

According to the NBC bulletin the findings prove that sponsors benefit from using a news program as an advertising vehicle. The heavier the exposure, the more aware people are of the advertised brand and the more favorable they feel towards the company, the bulletin concludes.

Rexall blueprints rest of '61 campaigns

Rexall Drug Co. will back up its fall One-Cent Sale with the largest single promotion in the company's history, using tv, radio, magazines and newspapers to announce the event. The print media will be used in advance of the sale, utilizing color pages in national magazines and color spreads in Sunday supplements and independent Sunday newspapers. During the sale, saturation broadcast spot campaigns will be used—61 tv spots on ABC-TV and CBS-TV and more than 100 radio spots on ABC, CBS, MBS, NBC and Keystone networks.

The One-Cent Sale is one of five major campaigns planned by Rexall for the latter half of 1961, John Hart, director of advertising, said last week. The first, "Operation Challenge," answers President John F. Kennedy's challenge to American businessmen to undertake community action to stimulate the national economy. It will be heavily advertised in July, August and September, using commercials on Rexall's weekly NBC-TV series, *National Velvet*, plus color ads in *Reader's Digest*. Magazine space will promote Rexall's vitamin product, Super Plenamins, in a fall campaign, the Pharmacists Cough & Cold campaign and the pre-Christmas campaign. BBDO, Los Angeles, is the Rexall agency.

Rep agreement nears end

The representation agreement between Crosley Broadcasting Corp. and NBC Spot Sales is nearing an end because of the FCC ban on network representation of non-affiliates. In recent years the Crosley tv stations have been represented by the NBC firm in Detroit, Los Angeles and San Francisco, while NBC owned and operated stations have received similar treatment by Crosley in other specific locations. The Detroit arrangement was cancelled June 30, and an NBC spokesman last week said the agreement in the west coast cities "can be terminated at any time." Crosley's Cleveland office is now covering the Detroit territory.

THE SWEETEST PROPOSITION IN TELEVISION

KBMT·TV

CHANNEL 12 TELEVISION

BEAUMONT ORANGE

PORT ARTHUR

People in the heart of the swinging Industrial Gulf ● South are learning their ABC's of television through the new exclusive ABC-TV outlet - Channel 12 KBMT-TV - Beaumont, Texas Channel 12 is covering the rich expanding Gulf market like a sunburst. It's a fact - the only thing that gets into more homes in this rich Industrial market is the sun!

188,000 T V HOMES
ARB

$406,186,000 RETAIL SALES
SALES MANAGEMENT

CONTACT GEORGE P. HOLLINGBERY TODAY!

Your Message Is
ALWAYS
ON TARGET
with
WSIX
TV 8
NO. 1 *
IN NASHVILLE

*BOTH NIELSEN and ARB
REPORT WSIX-TV 8 . . .
STILL NO. 1 IN PRIME TIME

New Nielsen shows WSIX-TV still No. 1, 6 to midnight average 7 nights per week with 3 of top 5, 6 of top 10, and 10 of top 15 Net Shows * (March Nielsen 1961)

Again No. 1 . . . 6 to 10 Average Monday through Friday * (March ARB 1961)

WSIX TV 8
NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week July 6-12 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., July 6	**The Untouchables** (9:30 p.m.)	ABC-TV	16.7
Fri., July 7	**Person to Person** (10:30 p.m.)	CBS-TV	18.0
Sat., July 8	**Gunsmoke** (10 p.m.)	CBS-TV	23.9
Sun., July 9	**What's My Line?** (10:30 p.m.)	CBS-TV	22.5
Mon., July 10	**Glenn Miller Time** (10 p.m.)	CBS-TV	17.6
Tue., July 11	**All-Star Baseball** (3:45 p.m.)	NBC-TV	19.0
	Thriller (9 p.m.)	NBC-TV	16.6
Wed., July 12	**Naked City** (10 p.m.)	ABC-TV	16.0

Copyright 1961 American Research Bureau

Rep appointments...

▪ WAVA Arlington, Va. (Washington, D. C. suburb); WEAW Chicago; WBOS Boston; WBMD Baltimore, and KCKN Kansas City: Weed Radio Corp., N. Y., as national sales representative.

▪ KBEA and KBEY (FM) Kansas City: Avery-Knodel Inc., N. Y.

▪ WSOR Windsor, Conn.: Breen & Ward, N. Y., as national sales representative.

▪ KCUL Fort Worth, WFUN Miami and WRR Dallas: Robert E. Eastman, N. Y.

▪ WWHY Huntington, W. Va., (formerly WPLH): Advertising Times Sales, Inc., N. Y. (formerly Branham Co.), as national representative.

▪ WHIY Orlando, Fla.: Venard, Rintoul & McConnell, N. Y.

▪ WOKW Brockton, Mass.: Kettell-Carter, Boston, as New England sales representative.

Agency appointments...

▪ Wilson & Co., Chicago (Ideal dog food, B-V meat extract, Tastypops, dairy and poultry products, Drum-Pak, Peptone, U-Cop-Co and Wilson labs), formerly with Roche, Rickerd & Cleary Inc., Chicago, appoints Compton Adv., Chicago, effective Nov. 1.

▪ Liebmann Breweries Inc., N. Y., to Needham, Louis & Brorby, that city, for new products effective immediately.

▪ California Wine Advisory Board, San Francisco (non-brand advertising), appoints Young & Rubicam, that city.

▪ Campbell Soup Co., Camden, N. J., has appointed Cortez F. Enloe Inc., N. Y., to develop advertising for specialized media directed to the medical and allied health professions. The appointment involved no change in Campbell's other agency assignments.

▪ Flex-Let Corp., East Providence, R. I. (manufacturer of watch bands and men's and ladies' jewelry), appoints Irving Berk Div. of J. M. Kesslinger & Assoc., N. Y.

Williams plans tv ads for new appliance arm

J. B. Williams Co., a major tv advertiser, has completed its acquisition of Landers, Frary & Clark, New Britain, Conn., which manufactures electrical and household appliances under the "Universal" and "Universal Handy Hannah DeLuxe" trademarks.

Matthew B. Rosenhaus, president and board chairman of J. B. Williams, who was elected to the same positions at LF&C, announced that plans have been made to revitalize the whole Landers, Frary & Clark operation. He said the most extensive consumer advertising campaign in the company's history is now being prepared for network television. Harry Silverman, former president of LF&C, resigned June 30 to devote full time to his duties as president of the Blume & Attwood Mfg. Co.

The J. B. Williams Co., manufactures and distributes Aqua Velva, Lectric Shave, Kreml hair tonic, Conti shampoo, Skol suntan lotion and Williams shaving cream. Its pharmaceuticals division markets Geritol, Sominex, Serutan and other drug products.

D&R Productions formed

HFH Productions, New York, film commercials producer, has been succeeded by a new film production company, D&R Productions Inc., established by Dan Hunn and Ron Fritz, both vice presidents of the now defunct company.

D&R will specialize in animated tv commercials as well as industrial and entertainment films. A cartoon property is being groomed for network sale. Address: 210 E. 47th St., New York 17. Telephone: Plaza 3-6520.

Says Jack Tipton:
Manager and Director of Sales,
KLZ-TV, Denver, Colo.

"We bought Seven Arts' Vol. I and II, because,

for six consecutive years we stayed away from feature film programming. But...

WARNER'S 'FILMS OF THE 50's' CHANGED OUR MIND

"The best pictures we could buy before Seven Arts' feature films were available did not match our high standards of TV entertainment. But the Seven Arts releases, both Volumes, have such a wholesome, all-family appeal, we simply had to bring them to Denver's viewers. We know they will help KLZ-TV continue to gather the largest share of this market's viewers."

"Films of the 50's" will premiere in September on KLZ-TV's new Mon.-Sat. feature time slot, "THE 10:30 MOVIE"

JACK TIPTON

Warner's Films of the 50's...
Money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Gigot", starring Jackie Gleason, now shooting in Paris... Gene Kelly directing...
Theatre—"Gone with the Wind" in preparation...
Television—Distribution of films for T.V., Warner's "Films of the 50's"...
Literary Properties—"Romancero" by Jacques Deval...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

Proposals vs. actual operation

NEW FCC POLICY ANNOUNCED IN ONE-YEAR RENEWAL OF KORD PASCO

A major FCC policy on "proposals vs. actual operation" to guide licensees in the future was set forth by the agency last week.

And, in announcing its new policy, the commission granted KORD Pasco, Wash., a one-year renewal and dismissed a March order setting the station's renewal application for hearing (BROADCASTING, March 27).

Pointing out that the KORD case is one of "general importance in the broadcast field," the commission agreed with KORD that it would be unfair to test an agency departure from past policy on one licensee. Instead, the FCC agreed to apply the new policy on a prospective basis.

Consequently, a copy of the KORD order was sent to all broadcast licensees so that they will have "an opportunity to understand and comply with" the commission policy on proposed vs. actual programming (see box, this page). The FCC said that it was putting stations on official notice that what a licensee proposes to do compared with what he actually does is of "vital concern." A licensee is not entitled to one year or any period where he does not make a good faith effort to deliver on his public-service proposals, the commission said.

If licensees do not endeavor to discharge their representations in good faith, they cannot validly claim that the commission has lain "in ambush for them," the opinion stressed. The agency also made clear the limits of the licensee's obligations as related to what was proposed.

"Specifically, it recognizes that proposals made are not 'binding' in the sense of a contract and that a licensee must be able, and indeed has a duty,

What the FCC is telling each and every station

In renewing the license of KORD Pasco, Wash., for one year, the FCC last week enunciated a strict future policy that proposed programming submitted is of "vital concern" to the agency. Here is the commission's policy statement, mailed to all broadcast licensees:

"By issuing this opinion, we immediately make clear to broadcasters the seriousness of the proposals made by them in the application form. The Commission relies upon these proposals in making the statutory finding that a grant of the application would be in the public interest. The proposals, we stress, cannot be disregarded by the licensee, without adequate and appropriate representations as to change in the needs of the community. In short, a licensee cannot disregard his proposals in the hope that he will simply be permitted to 'upgrade' when called to account. He does not have the right to one or any license period where he does not have to make a good faith effort to deliver on his public service proposals.[1]

"9. It is desirable that we make clear just what is the licensee's obligation in this respect. We repeat that the proposals made are not 'binding' to the last decimal point. In our July 29, 1960 Programming Statement, we made the following observation as to the statistical data on programming in the application form:

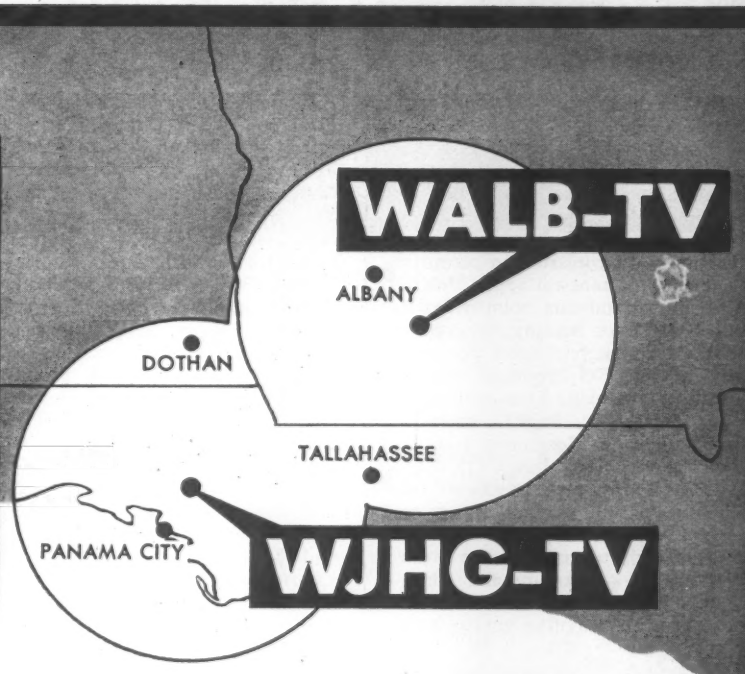
> "It should be emphasized that the statistical data before the Commission constitute an index only of the manner of operation of the stations and are not considered by the Commission as conclusive of the over-all operation of the stations in question.
>
> "Licensees will have an opportunity to show the nature of their program service and to introduce other relevant evidence which would demonstrate that in actual operation the program service of the station is, in fact, a well-rounded program service and is in conformity with the promises and representations previously made in prior applications to the Commission."

Further, we fully recognize that the public interest vis-a-vis a programming format in a particular community is not a fixed, immutable concept. On the contrary, we hope and expect the licensee to be responsive to the changing needs of the community. It is for this reason that we have, in the proposed revision of the programming section of the basic broadcast application forms (Docket No. 13961), prescribed that applicants shall notify the Commission as to significant changes in overall broadcast operations.

"10. But all this does not mean that the representations can be disregarded without adequate justification. They are serious representations as to the applicant's policy for program and commercial operation, and the Commission takes them seriously. It is one thing for a licensee to decide that its community has greater need for religious or educational programs than particular agriculture or talk or entertainment programs—or, indeed, for an essentially new format; this is a judgment peculiarly within the licensee's competence. But it is quite another thing for the applicant to drastically curtail his proposed public service programming in education, religion, agriculture, discussion, local live, etc., and increase his advertising content and "music-news," without an appropriate and adequate finding of a change in the programming needs of his area. Nor can such an applicant mechanically recite, "changing needs of the community"; he has a burden of demonstrating just why his community has less need for such public service programming than when he originally proposed it. In short, what we require in this area is essentially the same thing as in the case of the original proposal: a good faith effort; the applicant must conscientiously seek to carry out those proposals which he found, and finds, serve the public interest needs of his community.'"

[1]We reject KORD's contention that a licensee should not be called to account for deviations during his initial licensee period. Of course, a new licensee is entitled to leeway in the initial months of operation. But such leeway does not extend to the entire license term, and specifically to the last year of the three-year period. We note that KORD was content to do little during its license period but that with receipt of the 309(b) letter, it has made marked strides in carrying out its representations.

ONE BUY! FOUR MARKETS!



Albany - Tallahassee - Dothan - Panama City

WITH EXCLUSIVE NBC PROGRAMMING

One buy, one bill, one clearance delivers *four* market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV *dominate* this area!

GRAY TELEVISION NETWORK
Delivers 82,990 More TV Homes
Than The Nearest Competitor!
Raymond E. Carow, General Manager

WALB-TV
Ch. 10
Albany,
Ga.

NBC

WJHG-TV
Ch. 7
Panama City,
Fla.

Represented nationally by Venard, Rintoul, McConnell, Inc.
In the South by James S. Ayers Company

to be responsive to the changing needs of the community," the commission said.

KORD Vehicle ▪ KORD's renewal application—and short-term renewal—served as the vehicle for the commission's policy statement. The Pasco station ran afoul of the FCC when its composite-week programming did not jibe with that proposed in its original application for a construction permit in 1957 and in the renewal application.

Also, the commission pointed out in setting KORD for hearing, the station aired 1,631 commercial spots per week instead of the 700 proposed. In response to a commission prehearing letter last September, KORD amended its application in November and explained the variations thusly: (1) short, live public service announcements fulfilled promises but did not appear on the log; (2) that it had been unable to find dependable sources for the promised shows on agriculture and education and (3) that it increased the number of spots because of an upturn in the local economy.

The commission repeated last week that KORD's explanations were unsatisfactory and that if the application were considered by itself, "we have no doubt that a hearing would be in order on the issue of KORD's proposals as compared with its actual operation. But . . . this case raises issues beyond the narrow confines of the particular application."

While proposals are not rigidly "binding," the commission said, it is well established that the licensee does have a duty to either carry out its promises or, in the alternative, to justify to the FCC why substantial departures are made. "From 1946 on, this has been the thrust of the commission's renewal procedures," the opinion continued.

"The renewal form and the composite week selected at random are all geared to it. . . . In short, the commission's concern with proposal vs. actual operation is not a new development, but has long been an integral part of its concern with the public interest in the broadcast field."

A Departure ▪ In one respect, however, the commission admitted that its order designating the KORD application for hearing constituted a departure from previous procedure. This came about because past applications have been consistently granted where the licensee substantially upgrades its proposals and gives reliable assurances that the new proposals will be carried out.

"KORD has done that in this case," the FCC pointed out. The amended application is substantially in accord with or better than the 1957 promises and KORD has demonstrated fairly close and continuing contact with its service area, the commission said. "And, it has made clear that it not only will carry out the Nov. 1, 1960, proposals but is in fact doing so at the present time. . . ."

"Its recent operation thus clearly strikes a more reasonable balance between advertising copy and programming material. KORD earnestly asserts that it will continue this improvement and that the commission should not single it out to bear the burden of an expensive hearing. We accept this contention . . ." the commission concluded.

Motivation for setting the KORD renewal for hearing "stemmed logically" from the FCC's July 1960 programming statement, the agency said. On second thought, in the instant case it is more appropriate to act prospectively, the commission said, and "immediately make clear to broadcasters the seriousness of the proposals made by them in the application form."

Originally, the KORD case was set for hearing on a 4-3 vote, with Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross dissenting. Voting for the hearing last March were Chairman Newton N. Minow, Robert T. Bartley, Robert E. Lee and Frederick W. Ford (who did not participate in last week's action).

The three original dissenters concurred with the short-term renewal granted KORD last week. Commissioner Cross (with Commissioner Craven concurring) stated that he dissented in March because a short-term renewal should have been granted at that time. "While I cannot concur in the statements of the majority that a hearing appeared necessary, I agree with the general notification to broadcast licensees in this memorandum opinion and order," he said.

KORD's brand new license actually is good for one year and two weeks—until 3 a.m., Aug. 1, 1962.

The new Ford

Commissioner Frederick W. Ford had a better than average reason for missing the regular FCC meeting last Wednesday (July 12). He became a father. And later the same day another commissioner became a grandfather for the fifth time.

Mrs. Ford gave birth to a son —Frederick W. Ford Jr.—at 8:45 a.m. in George Washington Hospital, Washington. "He's a pretty big fellow," the proud father showed visually and verbally in explaining that his first son weighed 8 lbs., 2 ozs. Commissioner Ford also has a 16-year-old daughter, Mary Carter.

Commissioner John S. Cross' grandson was born to Naval Lieut. and Mrs. Charles C. Cross in Charleston, S. C., Wednesday. At latest report, Master Cross had not been named.

KFAX, KGBS, KXL ask 50 kw at night

Three limited-time stations on clear channels, claiming their collective case is "unique," last week asked the FCC to permit them to operate with 50 kw power during regular nighttime hours. The stations said this could be accomplished while still protecting the dominant stations on the channel and the new Class II stations.

The request was made in response to the FCC's clear-channel breakdown rulemaking by KFAX San Francisco (1100 kc); KGBS Los Angeles (1020 kc) and KXL Portland, Ore. (750 kc).

The stations, filing jointly, said they had requested an engineering firm to explore all possibilities and enclosed the report which said that grant of full nighttime power to the three would not interfere with other operations. The stations claimed that under this arrangement they would be able to provide nighttime service to areas which would not have it otherwise and that it was consistent with the FCC's policy of maximum utilization of the spectrum to grant their request. They further asked that the commission incorporate this grant in the finalized rulemaking.

The engineering statement by Creutz & Snowberger, Washington firm, said: "It can be seen that full time operation of KXL, KGBS and KFAX . . ., offers no adjacent channel conflicts with any existing station or any new station that could be assigned to any area without causing a serious conflict with existing licenses."

New interest-conflict rules

A permanent ban on a former government official participating in a case before the government with which he was "substantially" involved while a government employe is one of the new provisions included in a revised series of conflict of interest laws covering federal employes and approved last week by a House Judiciary subcommittee. The present law bans only for two years a former government official from participating in a case for a private firm on which he had worked while in the government service. The bill also prohibits government employes from helping outsiders get broadcast licenses, airline routes or power station sites. Present law only bans such aid in cases involving money or property claims against the government.

RCA "Traveling Wave" Antenna

Combines Improved Electrical Characteristics with Mechanical Simplicity and Economy . . . for High Power TV Applications

Here is a VHF high-band antenna that has inherently low VSWR and produces smoother patterns. The design, based on slot radiators, results in improved circularity. This new antenna is strongly resistant to high winds and offers better weather protection.

INHERENTLY LOW VSWR

The traveling wave nature of the feed results in a low VSWR along the antenna. This characteristic gives the antenna an inherently good input VSWR without compensating or matching devices. The input has been broad-banded to provide a smooth transition from the transmission line to the antenna.

EXCELLENT VERTICAL PATTERN

The null-less vertical pattern is extremely smooth. This provides uniform illumination of the desired service areas. Gains from 9 to 18 can be obtained.

IMPROVED CIRCULARITY

The individual patterns produced by slot radiators when added in phase quadrature result in an overall pattern with improved circularity. This design combines radiating elements, feed system and antenna structure in one unit, giving excellent horizontal circularity.

LOW WIND RESISTANCE

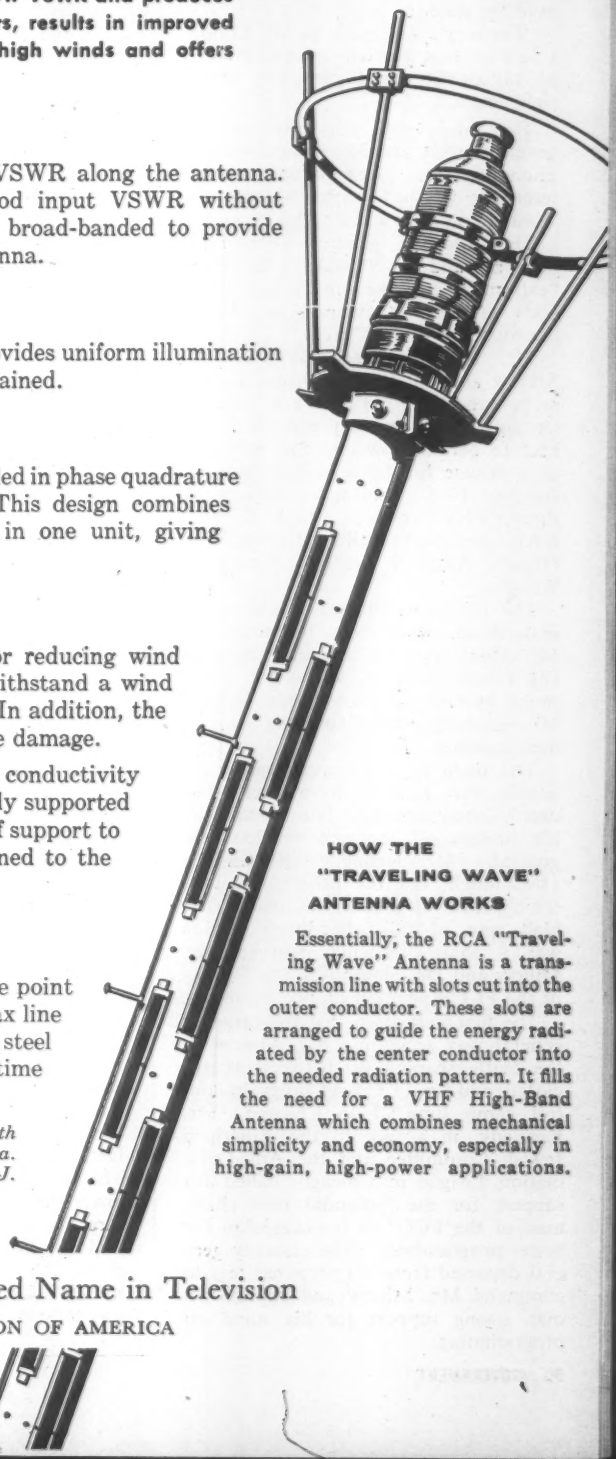
The smooth cylindrical shape of the antenna is ideal for reducing wind load and has high structural strength. It is designed to withstand a wind pressure of 50 psf on flats, or 33⅓ on cylindrical surfaces. In addition, the absence of protruding elements minimizes the danger of ice damage.

The steel outer conductor is hot-dip galvanized for better conductivity and protection. The inner conductor of the antenna is rigidly supported at the bottom end without relying on any insulator type of support to carry the dead weight. Polyethylene slot covers are fastened to the pole over every slot for better weather protection.

SIMPLIFIED FEED SYSTEM

The feed system is completely self-contained with only one point of connection. Simplified feed system consists of a large coax line and coupling probes. Completely enclosed by heavy-wall steel shell, thereby minimizing possibility of damage and off-air time due to "lightning discharges."

Your RCA Broadcast Representative will gladly help with TV antenna planning. See him for details on this new antenna. Or write to RCA, Dept. XC-22, Building 15-5, Camden, N. J.



HOW THE "TRAVELING WAVE" ANTENNA WORKS

Essentially, the RCA "Traveling Wave" Antenna is a transmission line with slots cut into the outer conductor. These slots are arranged to guide the energy radiated by the center conductor into the needed radiation pattern. It fills the need for a VHF High-Band Antenna which combines mechanical simplicity and economy, especially in high-gain, high-power applications.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

BOB KENNEDY SYMPATHETIC TO MINOW

Attorney General says FCC head is 'on the right track'

FCC Chairman Newton N. Minow has had a protective mantle thrown 'round his shoulders—and it comes directly from a Kennedy. This is the President's brother, Robert F. Kennedy, attorney general of the United States.

Public affirmation of Mr. Kennedy's stance in the FCC chairman's corner took place two weeks ago when he publicly stated:

"I'm very sympathetic to Mr. Minow. I feel at least partially responsible for his taking the job. I think he's on the right track."

That statement, plus the attorney general's own attitude toward tv programming, was given in an exclusive interview to the Knight Newspapers' Washington bureau early this month.

The attorney general added that both he, and the President, had been "extremely interested in getting somebody at the FCC who would try to improve the quality of tv."

Mr. Kennedy's advocacy of Mr. Minow and the FCC chairman's stand on programming has gone even further. On July 7, the attorney general played host to Mr. Minow and the following at a private luncheon at the Dept. of Justice: CBS Chairman William S. Paley, CBS President Frank Stanton, NAB President LeRoy Collins and Deputy Attorney General Byron R. White.

The lunch meeting came about, it's understood, when Mr. Kennedy and Mr. Paley met at a social function and talked about tv. When Mr. Paley stated he had not yet met Mr. Minow, Mr. Kennedy offered to bring the two men together.

The main topic of conversation officially was said to have been children's programming, but unofficially it's understood the conversation was general. Mr. Kennedy left directly after lunch, but the others remained for a period of general discussion. The high spot of this after-lunch session was a sharp colloquy between Mr. Minow and Dr. Stanton on the legality of the FCC's position on programming.

The first indication that the attorney general was seconding Mr. Minow in the battle shaping up between broadcasters and the FCC over program control came June 21 in Chicago. Mr. Kennedy, in a talk to the American Jewish Committee and the Anti-Defamation League in Chicago, called for support for the "splendid new chairman of the FCC" in his campaign for better programming. The attorney general departed from his prepared text to commend Mr. Minow and express his own strong support for his stand on programming.

Educate 'em Young ▪ Bob Kennedy, the father of seven youngsters, has some definite ideas about children's programming on tv. Here are some of his views, highlighted in the Knight Newspapers' interview:

"We always said the greatest influences on children growing up were the church, the family and the school. I would say that television should be made a fourth. It has such tremendous influence, as I see in my own children.

"My children, like other children, know all the jingles for the advertisements. They know all the westerners, who shoots who and all that.

"'A lot of that could be applied, in an interesting way, to learning the history of the United States, what happened at Lexington and Concord, why the Boston Tea Party occurred, what the Civil War was about, something about the culture and geography of the United States and our relationship with other countries.

"All of these things could be portrayed in an interesting way, such as Walt Disney does . . .

"If there were some education mixed in with the entertainment, I think it would be a tremendous contribution."

Rules For Small Fry ▪ The Kennedy household—the Kennedy children range from two to ten—has rules for watching tv, the attorney general stated. None of the children is permitted to watch in the morning of a school day, except the youngest watch *Captain Kangaroo*. The children can all watch Saturday nights and Sunday nights, but not week nights unless there is a special program on.

The attorney general agreed that changes in tv programming are not going to take place overnight. "Obviously it's not going to be done in the first three or four months. But I think the industry is aware of the problem. I think many of them want to do something.

"The programming has improved since the television quiz scandals two years ago. There are a lot more educational programs on at night for grownups, for instance. The part that distresses me is not for the grown-ups, so much, as it is for small children."

Last Wednesday, Mr. Kennedy was asked about the relationship between so-called crime and violence on tv and juvenile delinquency. He said he thought that such programs were a factor. This occurred after he had testified before a House education subcommittee on a bill to permit federal aid in setting up programs to combat and control delinquency.

New tallest tower

Endorsing a May 16 initial decision, the FCC last week granted WTVM (TV) Columbus, Ga., an increase of antenna height from 1,160 feet to 1,660 feet. In the same order WRBL-TV that city was allowed to increase its antenna height from 1,290 to 1,790 feet. (BROADCASTING, May 22). The grant makes WRBL-TV's tower the tallest man-made structure in the United States and probably in the world. Before the grant the 1,676-foot tower of KFVS-TV Cape Girardeau, Mo., was tall-tower champ.

Copyright laws reported due for major revisions

A major revision of the copyright laws, the first in more than 50 years, appears to be in the making.

A report submitted to Congress by the Library of Congress suggests the copyright laws be changed in these respects:

- The maximum copyright term would be extended to 76 years; it is now 58.
- The present ceiling of 2 cents per phonograph record on royalties would be eliminated, as would the requirement today that the copyright owner permit anyone willing to pay the 2 cents a record royalty to do so. This was seen to mean that a copyright owner could sell exclusive rights to a single record company.
- Courts would not be required to assess the minimum damage of $250 against infringers, which at present include innocent violators.
- Voluntary registration in the Copyright Office would be made available to new forms or media, including choreography. Legal protection would become available as soon as a work is published in copies, registered, publicly performed or distributed on sound recordings. This latter is said to protect sound recordings against unauthorized duplication.

The report is the result of five years of study by the Library's Copyright Office.

Southside petition denied

The FCC last week denied a petition for reconsideration filed by Southside Virginia Telecasting Corp. against action by the commission last February refusing to reopen its 1954 record which resulted in the grant of ch. 8 to WXEX-TV Petersburg, Va. The losing applicant in the 1954 case, Southside had asked that the record be reopened.

BUY MAINE
. . . in DEPTH!

Why go "up to Maine" and not go all the way up?
What's "way up"? Friend, pull up a chair:

- ☑ 42% of Maine's 1960 population was located in Bangor's coverage area.
- ☑ Approximately 41% of the total television homes in Maine (according to ARB) can be found in these nine counties.
- ☑ 41% of Maine's total 1960 retail sales (for the twelve months ending June 30th) was credited to the nine counties in Bangor's coverage area.
- ☑ These nine counties accounted for 39% of the state's total income.
- ☑ Bangor's home county (Penobscot) had the largest increase in urban population, 1960 vs. 1950 (+ 27.2%). Penobscot County evidenced a 17.5% increase in income (1960 vs. 1950). This increment was larger than that recorded for any other Maine county.

See what we mean?

NBC for Eastern Maine . . .

WLBZ TV Channel 2
BANGOR, MAINE

represented nationally by

THE KATZ AGENCY, INC.

Hill in jurisdictional dispute on space

WHOSE BAILIWICK IS SPACE COMMUNICATIONS IN?

Capitol Hill was in the middle of its own race for space last week—three committees asserting what they feel to be their rightful jurisdiction in the field of space communications.

Aside from jurisdictional essays, the main issues last week appeared to be over the wisdom of letting American Telephone & Telegraph Co. set up its privately-owned communications satellite system and over the function (or absence of function) of the President's National Aeronautics & Space Council headed by Vice President Lyndon B. Johnson.

The House Science & Astronautics Committee headed by Rep. Overton Brooks (D-La.) on Thursday heard representatives of the National Aeronautics & Space Administration, over which it has jurisdiction, and the FCC on plans for satellite communications in the future.

The House Commerce Committee, which has jurisdiction over the FCC, will hear that agency, NASA spokesmen and other witnesses during hearings July 25-27 on space communications. The committee's communications subcommittee originally had been scheduled to hold the hearings, but increasing interest by congressmen caused Rep. Oren Harris (D-Ark.) to place the subject before the full committee.

In the Senate, Sen. Russell Long (D-La.) said his Senate Small Business Subcommittee on Monopoly will have hearings Aug. 2-4 on satellite communications.

Sen. Long and other legislators have expressed opposition against a plan proposed to the FCC and NASA for AT&T to set up a satellite system at its own expense, the company to reimburse NASA for orbiting the satellites. The congressmen feel this would give AT&T a monopoly in space communications.

Another criticism—that the Space Council has not decided on policy—was offered. And one congressman, Rep. James G. Fulton (R-Pa.), charged the Space Council is impossible to operate. The council has not held a formal meeting since it was reorganized by President Kennedy.

James E. Webb, NASA administrator, told the Brooks committee last week that the agency favors letting AT&T set up a satellite system of its own—rather than advocating government ownership or underwriting of such a system—because the traditional private enterprise system seems to be the best of several alternatives.

NASA plans to orbit its own active relay satellite—Project Relay—next year. RCA is the contractor.

The FCC's spokesman before the Brooks committee, Commissioner T. A. M. Craven, noted that agency and NASA have an agreement between them on setting up a satellite system under the free enterprise system, for global television and other uses. The FCC also has been active in negotiations with other countries for frequencies for space communications.

The anti-crime plot thickens

There are many ways in which a congressman may be inspired to introduce legislation to improve radio and television. One congressman was inspired last week by the public prints.

Rep. Harris B. McDowell (D-Del.) introduced a bill (HR 8109) he thinks will cure the television networks of what he feels is their predilection for sex and violence in programming.

Rep. McDowell said he introduced the bill—which would make it a crime to unduly exploit sex and crime and violence on television—after reading in the newspapers that Attorney General Robert Kennedy (and according to the attorney general, his brother, the President) are concerned over the effect of such programming on juveniles (see page 50).

The bill would amend the U.S. Criminal Code to provide fines up to $10,000 or two years' imprisonment or both for anyone who broadcasts programs in which the undue exploitation of sex or crime, horror or violence predominates .

Rep. McDowell said he didn't discuss the matter with Attorney General Kennedy or FCC Chairman Newton Minow before introducing his bill, but thinks the legislation will give the Justice Dept. the power it needs to control sex and crime programming. Violators and those who assist or order such programs also would be subject to the penalties, he said.

The Delaware congressman said he had read of Mr. Kennedy's private luncheon July 7 with Mr. Minow, NAB President LeRoy Collins and top CBS executives and that tv programs for children was a major topic of discussion.

Since the bill would amend the criminal code it was referred, not to the House Commerce Committee, but to the House Judiciary Committee. The committee staff was undecided last week whether to refer it to Subcommittee No. 1 headed by Rep. Francis E. Walter (D-Pa.), which has jurisdiction over legislation covering obscenity, or retain it for consideration by the full committee, headed by Rep. Emanuel Celler (D-N.Y.). Neither had the committee decided whether hearings would be held on the bill or even on the subject.

The House has no unit equivalent to the Senate Juvenile Delinquency Subcommittee.

One legislative lawyer conversant with radio-tv matters appeared highly skeptical of the McDowell bill's provisions, which call it a crime to broadcast "by means of radio communication, any matter, a predominant characteristic of which is the undue exploitation" of sex and crime, horror or violence. The recent telecast of Shakespeare's "Macbeth" might be included under the "violence" category, he said.

Rep. McDowell said his proposed legislation is based on a 1959 amendment to Canada's criminal code enacted by the Parliament.

Bill requiring uhf-vhf on all sets introduced

A bill to give the FCC authority to require that television sets be equipped with both vhf and uhf tuning was introduced last week by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, at the FCC's request.

The bill (HR 8031) would empower the commission to assist the growth of uhf by requiring that all sets be equipped for all-channel tuning, but its language is such that the FCC could prescribe a minimum for all performance capability standards for sets traded or shipped in interstate commerce.

Proposals have been advanced for several years to help uhf by inducing manufacturers to include uhf tuning in their sets. Some manufacturers have held an agreement among the setmakers to produce all-channel sets would leave them subject to prosecution under antitrust laws. And some have said they are reluctant to go to the added expense of installing uhf tuning for fear of being undersold by other maker's who do not include such tuning in their sets.

DAYTON'S TOP THREE TUNES----

When Dayton area listeners and viewers want information and entertainment, they dial **WHIO.** They tune to **WHIO-AM** for information, news, good music, and sports. **WHIO-FM** provides the fine music they enjoy to work, read, or relax by. From **WHIO-TV** comes the area's most complete coverage of local happenings, plus top network fare.

Wide-angle programming. Complete broadcasting facilities—AM, FM, and TV. And in Dayton, only **WHIO** covers all three.

Why not ask George P. Hollingbery to tune you in on the best buys in this, Ohio's 3rd (and the nation's 34th) market—

WHIO-AM/WHIO-FM/WHIO-TV

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO WHIO-TV CBS Channel 7 Dayton Ohio

Ch. 10 Tampa case heard by full FCC

Six competing applicants for ch. 10 Tampa-St. Petersburg, Fla., pleaded their individual cases in oral argument before the FCC *en banc* last Thursday (July 13). WTSP-TV Inc., which was favored in a February initial decision, maintained its superiority on broadcast background and experience, program proposals and operating plans.

WTSP-TV, principally owned by three Rahall brothers (Sam G., N. Joe and Farris E.), also pointed out that the Broadcast Bureau filed no exceptions to the examiner's decision. The Rahall's own WKAP Allentown, Pa., WWRN Beckley, W. Va., WQTY Jacksonville, Fla., and WLCY St. Petersburg.

Florida Gulfcoast Broadcasters Inc. claimed a preference on local ownership, participation in operation by its 15 stockholders and no other broadcast ownership. Gulfcoast is principally owned by Nelson Poynter, publisher of the *St. Petersburg Times* and *Congressional Quarterly*. The local newspaper ownership is an asset, Gulfcoast maintained, for determining the tv needs of the local area.

City of St. Petersburg (ch. 38 WSUN-TV and WSUN) said that it should get the vhf channel on the record of its previous operation in the community. Answering the charge of others that the city has abdicated control to employes, St. Petersburg said that there has been no delegation of the licensee's responsibilities and that the city manager keeps a close reign on the operations of WSUN-AM-TV. The radio outlet has operated under the city's ownership for 34 years without a single question being raised by the commission, the applicant pointed out. WSUN-TV has operated since 1953 and no other applicant can come close to matching St. Petersburg's past experience, the city said.

Suncoast Cities Broadcasting Corp. said that it is "head and shoulders" above the others over determining the needs of the community to be served. Suncoast is owned by local residents who filed the first petition for allocation of ch. 10 to the area in 1955 and have consistently worked toward that goal, the applicant stated. Major Suncoast principals include Hurley Holland (25.7%), attorney, Ed. Wright (25.6%), hotel owner, and Harry R. Playford, 25.5%, banker.

Tampa Telecasters Inc., 75% owned by Kenneth Giddens, claimed a preference on basis of past operation of WKRG-AM-TV Mobile, Ala., by Mr. Giddens. Tampa maintained that its application is the only one of the six which proposes something new in tv operations.

Bay Area Telecasting Corp. countered claims that it is a "Madison Avenue" controlled applicant by maintaining 17 of its 23 stockholders (with 65% ownership) are local citizens. It should be favored on diversification and integration of ownership and control, Bay Area argued. The applicant said that it has made frequent and continuous studies of the area's tv needs since 1952. Bay Area said that its president and 9.85% owner, Jack Van Volkenburg, former CBS-TV president and presently network consultant, would divorce himself completely from the network if the grant is received.

Ford says stations responsible for quality

Individual tv stations and not the networks are primarily responsible for the quality of programs broadcast, FCC Commissioner Frederick W. Ford said last week on *Exposure*, a local program over KTNT-TV Seattle-Tacoma.

"If a local station licensee receives a network program that he does not think will serve the interests of his community, or if he has a local program of more importance to his area . . ." the licensee should not air the network program, the commissioner said. He said that tv programming will gradually improve. He cited as "influences" on the quality of programming the scarcity of vhf channels and sponsors.

The Ford *Exposure* appearance was taped June 30 and telecast last Tuesday (July 11).

Sept. 11 hearing date set for KWK case

A new hearing date of Sept. 11 was scheduled by FCC Hearing Examiner Forest L. McClenning last week in the license revocation proceeding against KWK St. Louis. The hearing is scheduled for the licensee's home city.

During a pre-hearing conference in Washington last week, a final attempt to stipulate certain facts fell through because of an expectation that testimony of witnesses will conflict. The hearing first was scheduled for last December and has since been postponed several times (BROADCASTING, Nov. 3, 28, 1960).

The commission has twice denied KWK requests for a bill of particulars of charges, centered around "treasure hunt" and "bonus club" contests conducted by the station.

A FIGHT TO PRESERVE THE CLEARS

FCC duplication plan faces counter-action on Hill

Adopting the techniques of the fire fighters, clear channel broadcasters have begun to build the backfire they hope will preserve the sanctity of their stations.

The FCC has announced that it is going to duplicate 13 of the 25 clear channel stations (BROADCASTING, June 19). This is the latest move in the clear channel case which has been before the commission for the last 16 years. Its intent was announced last month in instructions to the staff.

First flame in the backfire flared last Tuesday (July 11) when Sen. Paul Douglas (D-Ill.) protested the FCC's intent because it will leave the state of Illinois with no unduplicated Class 1-A stations. It now has four—WMAQ, WBBM, WLS and WGN, all in Chicago. Illinois is also served by KMOX in St. Louis. All of these stations are proposed to be duplicated.

The next move will be, it's understood, a bipartisan move in Congress to stop the FCC's plan. This is likely to take the form of congressional bills which would prohibit any breakdown of the clear channels and permit higher power for these stations serving wide areas. All U. S. radio stations are limited to 50 kw maximum power by a Congressional resolution passed in the 1930s.

Expected to take the lead in offering this legislation are Sens. Herman E. Talmadge (D-Ga.) and Homer E. Capehart (R-Ind), and Reps. John J. Flynt, Jr. (D-Ga.) and John B. Bennett (R-Mich.).

Douglas Protests ▪ Although Sen. Douglas acknowledged that he is not sufficiently familiar about the whole subject to make a full judgment, he said he was prepared to question the wisdom of leaving Chicago and the Illinois area with no clear channels.

He urged the FCC to reconsider the order which would "at one fell swoop" cause Illinois to lose all five of the clear channel stations which serve the state.

Sen. Douglas queried whether the FCC has good reason to duplicate all four of the Chicago clears; three are network owned, he pointed out, and this seems to be the FCC's determination—to duplicate all clears owned by networks. But, he added, the only reason he could see for duplicating WGN Chicago is because the commission had decided to duplicate the other three. Most of the other independent stations would be unduplicated by the FCC's order, he stressed. WGN is owned by the *Chicago Tribune*.

Flint–Bay City–Saginaw moves into the top 40
(in actual TV homes delivered)

When Flint and Bay City-Saginaw were recently combined into one market, it changed everybody's list of the top 40 TV markets in the country. Have you brought yours up to date yet?

To check, just see if you've got Flint-Bay City-Saginaw listed in the same neighborhood as Providence, Charlotte and Denver. For that's where this Eastern Michigan market has moved on the all-important basis of homes delivered.* That is, homes with TV sets actually tuned in.

Another thing well worth noting is that nearly all the viewers in this heavily populated urban market get their television from within the area. And, of course, that's where WJRT is—with City-Grade service to Flint, Bay City and Saginaw.

You can get more information about this new top-40 market, and about WJRT, simply by calling our representatives: Harrington, Righter & Parsons, Inc. Offices in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

*Based on ARB Reports—March, 1960 (Sun.-Sat., 6-10 p.m.)

NAB cites value in proposed program form

COLLINS: THERE'S NO QUESTION ON FCC'S AUTHORITY

The NAB has looked over the new programming forms—proposed to be adopted by the FCC (BROADCASTING, July 10)—and found them good.

Well, not good, exactly. "A net improvement over the old form," in the words of NAB President LeRoy Collins.

The association has sent a copy of the proposed new rules to all NAB members and with it went a statement from Gov. Collins.

In his statement, Gov. Collins said that there seems to be no question of the FCC's authority to call for the information. Some broadcast spokesmen have questioned the FCC's right to inquire into programming.

The questions may require more work by licensees, Gov. Collins said, and might be more onerous for stations with small staffs, but all stations should be able to complete the forms without outside special assistance.

The NAB president said that simplification of the form was the prime objective of a committee composed of representatives of NAB, the Federal Communications Bar Assn. and the FCC staff.

Comments on the new form are required by Sept. 7 and reply comments by Sept. 18.

Text of Gov. Collins' statement:

"The proposed form of the FCC represents a refinement and extension of the program forms that have been utilized by the commission for the past 30 years."

"On balance, it is our opinion that the new form represents a net improvement over the old form.

"True, more detailed information is being requested of licensees and applicants. The form itself, however, does not represent any basic change in the philosophy of the regulation of the industry by the FCC.

"In our judgment there exists no substantial question of legality. If the commission has the basic authority to require applicants for broadcasting facilities to file any information as to program plans, and this has been accepted in practice since the advent of radio regulation, the amount of such information required is a matter of sound official discretion.

"Against this backdrop the proposed form has the advantage of reflecting more accurately past and proposed operations of the licensee. It has the disadvantage of imposing a greater administrative burden upon licensees, and this burden will be more onerous on those stations with small staffs.

"However, our NAB staff believes that is is possible for any licensee to complete this form without outside special assistance," Governor Collins said.

Kaye defends tv

Comedian Danny Kaye doesn't think the removal of tv programs featuring so-called crime and violence will mean that a race of young pacifists will arise.

"I don't think that the fact that you take programs off tv that appeal to the kids' so-called 'killer instinct' is going to help anything," he said last week in Washington. He appeared at a news conference in behalf of a bill to make tax deductible contributions to the United Nations International Children's Emergency Fund. The entertainer has spent eight years working on behalf of UNICEF.

Daytime am problem on Capitol Hill, again

Daytime am stations return to Capitol Hill this week to make their plea for extended broadcast hours. The House Communications Subcommittee headed by Rep. Morgan Moulder (D-Mo.) will hold hearings tomorrow (Tuesday) through Thursday on similar proposals by seven congressmen for extended hours for daytimers.

The subcommittee had no list of witnesses late last week, but it was practically certain the Daytime Broadcasters Assn. and individual daytime am station operators would testify in favor of proposals to extend daytimer hours from 6 a.m. to 6 p.m. instead of the present local - sunrise - to - local - sunset hours which vary through the year.

Opponents, as in the past, are likely to be the FCC, Clear Channel Broadcasting Service and individual clear channel stations, and Regional Broadcasters.

Similar proposals were heard in the 86th Congress last year (BROADCASTING, June 20, 1960) before the same subcommittee. There was discussion last year of a possible test of extended hours for daytimers to settle conflicting claims of proponents and opponents, but no tests were authorized.

Pittsfield gets uhf grant

The FCC Thursday (July 13) announced the grant of tv ch. 64 in Pittsfield, Mass., to Springfield Television Broadcasting Corp. Commissioner John S. Cross dissented.

Interest in the corporation, of which Roger L. Putnam Sr. is chairman of the board and 23.34% owner, is divided among more than 50 stockholders. Springfield Broadcasting is also licensee of WWLP(TV) ch. 22 Springfield, WRLP(TV) ch. 32 Greenfield and WWOR(TV) ch. 14 Worcester, all Massachusetts. The new station is to be a satellite of the latter.

National Airlines plans appeal to Supreme Court

National Airlines last week asked the U. S. Court of Appeals in Washington to stay the effectiveness of the court's decision in the Miami ch. 10 case because it plans to ask the U. S. Supreme Court to review the decision.

The appeals court two weeks ago upheld the FCC's move to vacate the 1957 grant of the Miami station to National Airlines and to issue a new permit to L. B. Wilson Inc. (BROADCASTING, July 10). It also upheld the FCC's findings that National Airlines and a third original applicant for the Miami vhf, North Dade Video Inc., had engaged in off-the-record representations before the final decision was rendered.

In its petition for a 30-day stay, National Airlines said it was preparing a petition for a *writ of certiorari* to the Supreme Court. It has 30 days to do this. Other parties to the litigation may, however, oppose National Airlines' request for a stay. Presumably this will be done by L. B. Wilson. FCC counsel said they were studying the question but could not answer what their position would be until the commission told them what to do.

A petition for review by the Supreme Court probably will not be acted upon until the court resumes after its summer recess. This is in October.

To dismiss payola complaints

A Federal Trade Commission hearing examiner has issued a separate recommendation which would dismiss FTC payola complaints against Roulette Records Inc. and Bigtop Records Inc.-Bigtop Record Distributors Inc., both New York. The examiner's order granted a motion by the FTC counsel which held that new laws, passed by Congress since the complaints were issued, were sufficient to deal with the problem.

Stiffer penalties

The House Judiciary Committee last week approved Senate-passed legislation (S 1990) to provide fines to $10,000 or ten years' imprisonment or both for destruction of communications facilities related to national defense. The bill, already approved by the Senate, would more than triple existing penalties.

4 OUT OF 40 REASONS WHY the GATES BC-1T is chosen by more Class IV stations than any other one kilowatt transmitter manufactured today. ■ *Convenience.* Flip one switch to change power and audio level for either local or remote control. ■ *Efficiency.* You efficiently reduce power to 250 watts by changing the primary voltage of the plate transformer. No power consuming voltage dropping resistors are used. ■ *Economy.* Longer tube life by hundreds of hours as plate voltage for 250 watts is reduced at both power amplifier and modulator tubes. Saves on utility bills too. ■ *Accurate in-built dummy antenna* that will not change characteristics at 100% modulation permits FCC required performance proofs without burning midnight oil. Also quick problem isolation when transmission line or antenna loading problems occur.

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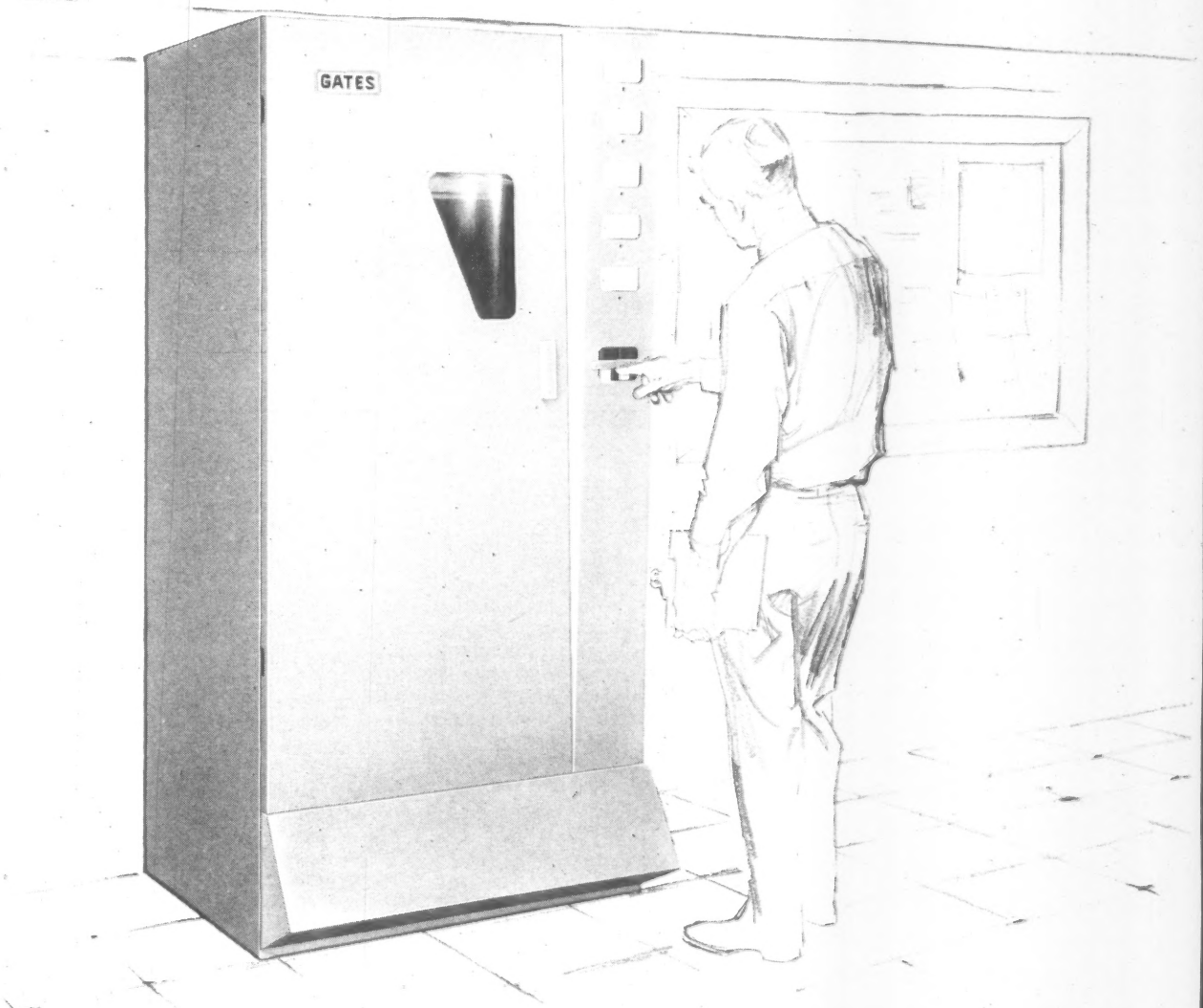

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An FCC limit on network o & o's?

PLAN WOULD RESTRICT EACH TO OWNERSHIP OF THREE TV STATIONS

The FCC is considering once again limiting network ownership of tv stations to a total of three per network, FCC Chairman Newton N. Minow said yesterday in a scheduled interview with Rep. Emanuel Celler (D-N. Y.). The telecast was taped on Thursday and broadcast over WOR-TV New York. (WGMS Washington carried the audio portion Friday night).

Mr. Minow was responding to a question from Mr. Celler about this recommendation in the 1957 Barrow Report, and answered:

"This is one that we have not adopted. Presently they [the networks] are allowed to own five vhf and two uhf, although the Barrow recommendation is receiving consideration now in the Commission."

This is all that was said of the matter. Dean Roscoe L. Barrow, U. of Cincinnati Law School, has been rehired as a consultant to the FCC on network study activities (WEEK's HEADLINERS, July 10).

Mr. Minow's session with Mr. Celler was one of three in which he was engaged during the last two days of the work week. Immediately after the Celler taping, Mr. Minow taped a radio interview with Rep. Wayne L. Aspinall (D-Colo.). This will be run on Colorado stations this week, it was reported. The next day, on Friday, Mr. Minow was taped for Mutual's *Reporters' Roundup* (scheduled for broadcast yesterday, 5:05-5:30 p.m., EDT). The FCC chairman was interviewed by David Kraslow, Knight Newspapers' Washington bureau, and Susan Wagner, United Press International. Ken French was moderator.

Celler Advises ▪ Mr. Celler made no bones about his views on various matters involving broadcasting—including his direct recommendation that the FCC hurry up and grant the pending transfer of WNTA-TV New York to the educational group seeking to buy it. A New York group has offered $6.5 million for the ch. 13 facility. New Jersey Gov. Robert Meyner has objected to this transaction (BROADCASTING, July 10).

This is Mr. Celler on the New Jersey opposition:

"I have read the opposition of Gov. Meyner to this station. I think his opposition is inane and unreasonable. There's no reason why if a station is set up in New York that New Jersey couldn't participate. . . . I don't mean to influence you necessarily. But that is my views."

Chairman Minow murmured that he thought it would be inappropriate for him to say anything about that.

Other Minow highlights:

▪ That he has had a number of talks with broadcasters and they are going to de-emphasize violence and they are going to do more about children's programs.

▪ Wants to know how many hours of public-affairs programming are offered by the networks and how many hours used by affiliates. Hopes that the public will encourage local stations to carry these programs. Urges the

Minow's big show is all set to go

NORTHWESTERN SEMINAR TO FEATURE FCC HEAD

Chairman Newton N. Minow's next big blast is timed for his return to his alma mater—Northwestern U.—next month.

Mr. Minow will participate in a symposium he inspired. It will be held under the auspices of the university's School of Law (BROADCASTING, June 12). The formal title of the two-day conference, Aug. 3-4, is the National Symposium on Freedom and Responsibility in Broadcasting.

Mr. Minow will be spotlighted at the only open session on the afternoon of the first day. It is expected he will devote his as yet unannounced paper to a defense of his philosophy of program surveillance by the FCC which, he will argue, is not censorship. And he is prepared to contend that broadcasting, as a licensed medium, is not entitled to the same freedom as the "unlicensed" press.

Although the 35-year old FCC chairman has been interviewed on the air and in print a dozen times since his "vast wasteland" speech at the NAB convention last May 9, he has not deviated from the theme of that address. In Chicago, he will seek to buttress his "no censorship" argument with documentation from congressional debates and court opinions.

On the same platform with Mr. Minow on the same day will be NAB President LeRoy Collins. Gov. Collins in a recent address in Chicago at the dedication of the new plant of WGN Inc., warned against "government thought control"—a bolder position than he previously had taken. The first and only major address Gov. Collins has delivered since he assumed the NAB presidency last January was at the NAB convention, just before Mr. Minow's now celebrated speech that brought nationwide repercussions.

22 Participants ▪ Arrangements for the Chicago symposium were firmed up last week with 22 participants, including Messrs. Minow and Collins. Chairman of the sessions will be J. Leonard Reinsch, executive director of the Cox stations, also a Northwestern alumnus. Mr. Reinsch, who served as executive director of both the 1956 and 1960 Democratic national conventions, recently was appointed by President Kennedy to membership on the United States Advisory Commission on Information which sits over the USIA. This assignment is without pay.

Sessions will be held on Thursday morning (closed except for closed circuit relay to the press and others in an adjacent auditorium); Thursday afternoon (open) and Friday morning (closed). Professor Louis L. Jaffe, of Harvard Law School, will open the Thursday morning session, followed by Charles H. King, former member of the FCC and dean of the Detroit College of Law, an advocate of a hands-off policy by government in programming. Panel members will question the speakers following their presentations.

At the Friday morning closed session, Dean Roscoe Barrow, of the U. of Cincinnati Law School, who, as a consultant to the FCC was responsible for the "Barrow Report" on network operations (October 1957), will present the lead-off paper. He will be followed by W. Theodore Pierson, senior partner of the Washington law firm of Pierson, Ball & Dowd.

Other participants: Warren K. Agee, executive officer, Sigma Delta Chi; national professional journalistic society; Edward L. Bernays, public relations consultant; Fairfax M. Cone, chairman, Foote, Cone & Belding; Prof. John E. Coons, of Northwestern, the conference director; Peter Goelet, president of the National Audience Board; John W. Guilder, president and general manager, WMTW (TV) Poland Spring, Me. and practicing attorney; Clair R. Mc-

public to make their views on programs known to stations, the FCC, sponsors and Congress.

▪ Defends the right of the FCC to require information on programming, not as a censorship measure, but as a guide to determining whether there is programming balance.

▪ Expresses the belief that ratings have tyrannized broadcasting. "The idea that because a majority wants to see this kind of a program or that kind of a program, that this should be decisive for all kinds of programs is outrageous."

▪ Answers the argument that if viewer or listener doesn't like a program he can switch to another station or turn receiver off by quoting Herbert Hoover in the 1920s when Mr. Hoover was Secretary of Commerce, in charge of radio licensing: That there are two parties to radio communication, the broadcaster and the listener. "Both are participating in the use of a public resource. It would be unfair to not let the listener use the public resource if all he's given is violence, let's say, as a steady routine. He would have no choice, and he's got about as much right to use the public resource as anybody else."

The FCC chairman and the New York Democrat, chairman of the House Judiciary Committee, face the cameras for Mr. Celler's weekly "Congressional Conference," broadcast over New York's WOR-TV yesterday.

Collough, president, Steinman stations and chairman of the NAB combined boards; Ralph McGill, publisher of the *Atlanta Constitution* and nationally syndicated columnist; Sig Mickelson, vice president, Time-Life Broadcast Inc.; Prof. Nathaniel E. Nathanson, Northwestern School of Law; Morris S. Novik, broadcast consultant, AFL-CIO; Ward L. Quaal, executive vice president and general manager, WGN Inc.; Pierre Salinger, news secretary to President Kennedy; John Taylor, general manager, WTTW (TV) Chicago, and Sol Taishoff, editor and publisher of BROADCASTING.

Public trust is first, judge warns stations

A federal judge last week warned broadcasters in not so veiled language that they better start operating as a public trust and forget about profitable operation or they might be sorry.

In an aside to the main case, rarely used by the judiciary, U. S. Circuit Judge George T. Washington of the D. C. Appeals Court, added a paragraph to a decision involving the 1959 transmitter move of WOOD-TV Grand Rapids:

"A further comment may be noted. All too often in cases like the present the broadcasters involved appear to be chiefly interested in the revenues to be derived from operating their stations in the most profitable manner. It seems clear in the present case that WOOD-TV will make more money in its new location than in the old; it is moving to a more prosperous and more highly populated area, and its advertising revenues will no doubt increase. But such considerations, though legitimate, cannot be controlling. Television and radio are affected with the public interest; the nation allows its airwaves to be used as a matter of privilege rather than of right. The interests which today are profiting so handsomely from radio and television may in the end find it in their own best interest to treat their businesses primarily as a public trust."

Judge Washington, speaking for himself and Circuit Judges Wilbur K. Miller and David L. Bazelon, held that the FCC did not completely justify its approval of the WOOD-TV move—from 10 miles northeast of Grand Rapids to 20 miles southeast of that city. The FCC granted the move in 1959 without a hearing, but WILX-TV Onandaga, Mich., protested. The commission affirmed the move by a 4-2 vote following a hearing on the protest, and WILX-TV appealed.

Muskegon Loser ▪ The court seemed to place great weight on the fact that the station was moving from an underserved area to a more adequately served area. Although WOOD-TV would serve more people, the court said, the move would deprive about 900 people of any tv service and about 42,000 of all but one service. The principal loser, the court stated, seemed to be the people of Muskegon.

Judge Washington also noted that the original 1953 grant was predicated on the needs of the area to be served from the original transmitter site.

The two-year-old decision was remanded to the FCC, with instructions to hold further proceedings. The commission may, Judge Washington said, permit WOOD-TV to operate from the old or the new transmitter site, but must make a more suitable finding that the move is in the public interest.

Time extension sought in option-time case

Extension of one month in the deadline for filing comments and the date of oral argument on the FCC's proposed option-time rulemaking was requested last week by committees of affiliates of the three television networks.

Comments now due Sept. 7 would be delayed until Oct. 6 and the date for oral argument would be shifted

from Sept. 28 to Oct. 27 if the request is granted.

The affiliates' committees pointed out that the time during which they would be preparing comments under the present deadline is vacation time for many of the parties they will need to contact in relation to the proceeding, and August is indeed vacation time for the FCC itself. Since the FCC will not accept reply comments on the issue, the committees said, they will have to prepare comments not only to include affirmative evidence but they must also try to anticipate and deal with the arguments that may be raised in opposition.

KTTV (TV) Los Angeles and the three tv networks, parties in the option time case remanded by the U.S. Court of Appeals, have agreed to the time extension, the committees reported.

KBOM hearing opens in Bismarck, N.D.

An FCC hearing is scheduled to begin today (Monday) in Bismarck, N. D., in commission-instituted license revocation proceedings against KBOM Bismarck. The commission has charged that there was an unauthorized transfer of control of KBOM in 1956 and that subsequent ownership reports were filed without reporting the change in ownership (BROADCASTING, Dec. 5, 1960).

This change in ownership took place, according to the FCC, when 80% owner Charles E. Kempel sold his holdings to "several persons" and John K. Harris sold the 10% he held. Presently pending before the FCC is an application to transfer the station from Mr. Kempel to Clifford Nygard and 38 others. The licensee, the FCC charged, deliberately concealed several stock transactions between 1956 and 1958.

WITT hearing may be held in Lewisburg, Pa.

Citing "well established" FCC policy, the Broadcast Bureau last week asked the commission to change the site of the license renewal hearing of WITT Lewisburg, Pa., from Washington, D.C., to Lewisburg.

Among reasons for its request the bureau said that one of the hearing issues is alleged unauthorized transfer of ownership of the station and that the bureau planned to call several Lewisburg residents to testify on this point. It said the cost of transporting such witnesses to Washington would be "economically prohibitive."

Other issues are technical violations and misrepresentations to the FCC.

The bureau said it had not requested the site change earlier because a May 4 petition by WITT indicated that if the commission did not forego the revocation proceeding, the station would not go through with the hearing because it is insolvent.

The station has changed its mind and does intend to go through with the hearing. But it needs an extension of time from the hearing date of July 24 set by Hearing Examiner Asher Ende, over protests of WITT.

This was revealed in a petition to the FCC by Arthur Stambler, representing WITT. He stated he had been retained on the case during the July 4 weekend and has not had time to familiarize himself with the details. Mr. Stambler also said the station would apply to the commission for a bill of particulars of the charges against it.

WITT's petition said it felt the FCC was likely to grant a bill of particulars in view of its sending letters spelling out charges in the cases of license renewal of WINS and sale of WMGM, both New York (BROADCASTING, July 10). WITT asked that the hearing be continued indefinitely but, in lieu of that action, set for Sept. 15.

Broadcast Bureau criticizes initial decision

The FCC Broadcast Bureau last week criticized an initial decision by Hearing Examiner Thomas H. Donahue as employing "a completely unorthodox approach" and lacking "soundness." The decision cited recommended denial of an fm station in Oceanside, Calif., on grounds that the emphasis on entertainment programming and spot announcements in its application would not serve the needs of that community (BROADCASTING, May 8).

The bureau and the applicant, Benjamin C. Brown, both took exception to the examiner's assumption that the spot announcements contemplated would be of 1-minute duration. Mr. Brown also objected to examiner Donahue's interjecting program considerations as beyond the issues of the hearing as set by the commission. Mr. Brown said the FCC had found that the 14 types or elements of programming are neither "all-embracing nor constant . . . they do not serve and have never been intended as a rigid mold or fixed formula for station operation." Mr. Brown also took "violent exception" to Mr. Donahue's finding that the "quality music" format proposed would not be in the public interest. He said his programming proposals were virtually identical with those of numerous fm applicants who have been granted facilities.

In his initial decision, Mr. Donahue also recommended denying the application of KBBI (FM) Los Angeles to increase power on 107.5 mc and to change antenna. The examiner felt this would cause excessive interference to a new fm grantee in Sierra Madre, Calif. The broadcast bureau disagreed with this contention and said KBBI's request should be granted because permitting the station to increase its coverage area by 1.5 million people would outweigh interference considerations. The bureau said that interference would not be serious to the Sierra Madre station, KMAX (FM).

Because it favored KBBI, the bureau felt that Mr. Brown's application should be denied, but on grounds that Oceanside already has a Class B fm station and not on programming grounds.

KBBI said Mr. Donahue had reached his decision through "erroneous interpretation of FCC policies and rules." The station claimed the examiner had evaluated interference as though am service were involved.

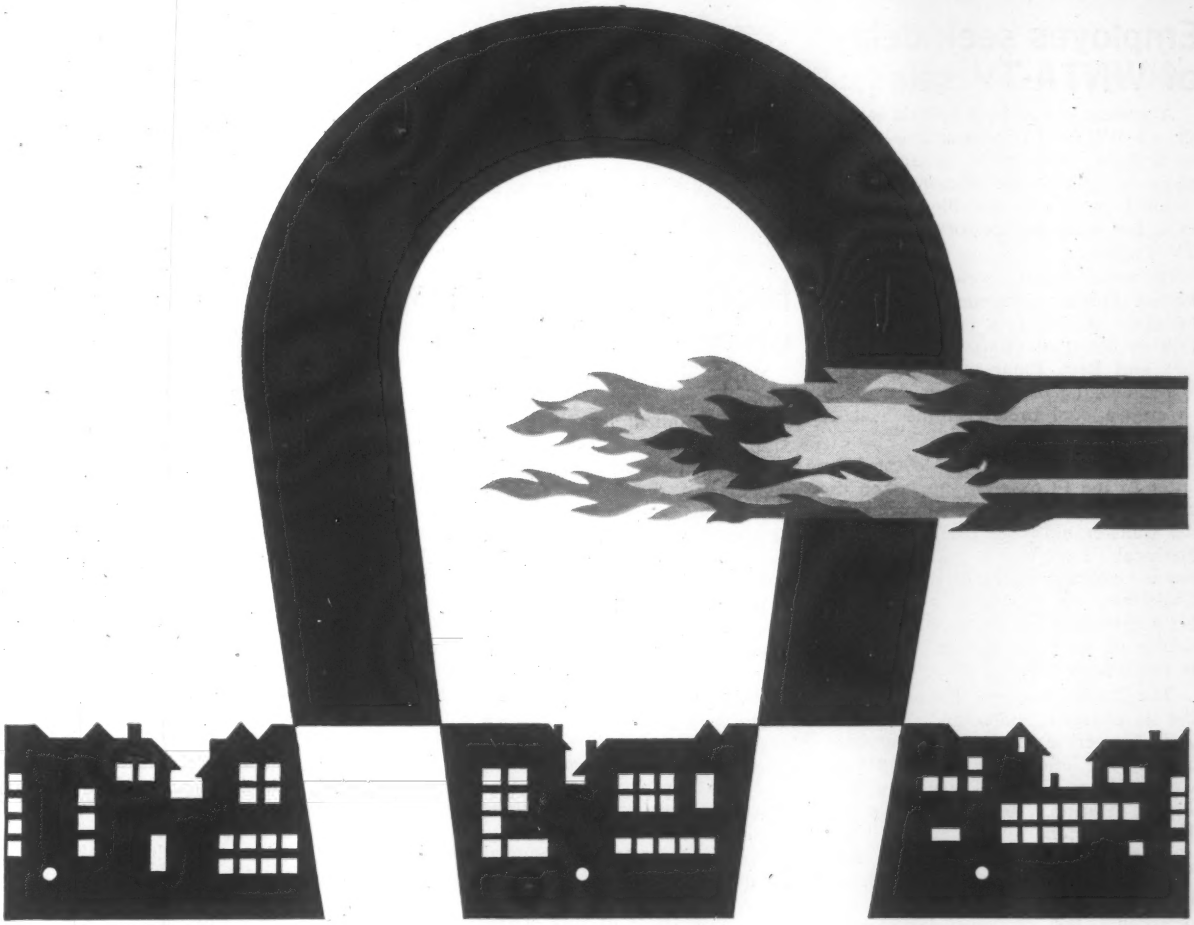
WHDH-TV delay tactics charged in ch. 5 case

"Another season, another reason for delay."

So replied Boston ch. 5 applicant Massachusetts Bay Telecasters to a petition by WHDH-TV which asked the FCC to clarify and modify its order for the submission of further briefs in the *ex parte* case by July 24 (BROADCASTING, July 3). The Broadcast Bureau also said a grant of the WHDH-TV proposal would preclude the FCC from making its own evaluation.

The bureau said the FCC decision which vacated the 1957 grant to WHDH-TV is proper and within the agency's authority. WHDH-TV maintains the commission must consider the original decision as well as the facts determined during the remand hearing and the subsequent 1960 decision, but the bureau said the agency has properly "repudiated" the original action.

Massachusetts Bay said the latest WHDH-TV petition is a continuation of a "determined effort to delay decisive action" by the commission.



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Employes seek delay of WNTA-TV sale

A protest of the $6.2 million sale of ch. 13 WNTA-TV Newark-New York to a New York civic group, which plans to operate the station for educational purposes, was filed with the FCC last week by six former WNTA-TV employes.

On other fronts, New Jersey Gov. Robert Meyner continued his fight to maintain ch. 13 as a commercial station in his state (BROADCASTING, July 10) and Rep. Emanuel Celler (D-N. Y.) called the plans to shift the outlet to etv "a cool breeze in the heat of summer."

The ex-WNTA-TV employes, in a letter to the FCC chairman, asked the commission to withhold approval of the transfer until the present licensee, National Telefilm Assoc., fulfills a bonus promise allegedly made last Christmas. At that time, they stated, NTA promised a Christmas bonus consisting of stock in the licensee equal to one-week's pay.

The bonus has not been received, the six charged, and some 200 present and former employes are affected. Signing the letter were Irving Lichtenstein, Richard Casper, Larry Gershman, James Marino, Rose Ficcarata and Harold Cranton.

In a letter published in the *New York Times* last Wednesday (July 12), Gov. Meyner hit an editorial in the newspaper the previous day describing the governor's stand as "isolationist." "Your own position suggests that you would isolate New Jersey for all time from the benefits of an important communications medium," he told the paper. He said he applauded the efforts of New York City to establish an etv station "but why should this be done at the expense of a state of six million citizens in violation of the law. . . ."

Rep. Celler said that the FCC should "as expeditiously as possible" approve the transfer of WNTA-TV, "the objections of Gov. Robert Meyner notwithstanding." He said that the station has been operated at a loss for several years by commercial interests and that the governor is certainly not on firm ground in asking that this loss be continued."

NAB has suggestions on new wage law

NAB last week submitted suggestions to the Labor Dept. for administering a new amendment to the Fair Labor Standards Act which exempts announcers, news editors and chief engineers from those whom stations are required to pay overtime rates in cities of 100,000 population or less and not part of metropolitan areas. The amendment becomes effective Sept. 3.

NAB said announcers should be defined as those who are in routine announcing work such as announcing programs and station breaks and reading sponsor or commercial announcements. Those who conduct interviews or act as m.c.'s predominantly come under the "professional employes" classification and are already exempt from both minimum wages and overtime, NAB said.

News editors to be exempted should be those who gather, edit and rewrite the news and who present it on the air or a combination of both. Original and creative work should not be a consideration. Some news editors who supervise staffs already are exempt as supervisors or professional employes, NAB said.

All chief engineers should be covered by the exemption, NAB said, and some already are exempt where they supervise two or more full-time employes.

NAB asked that the exemption apply to workers "primarily" engaged in the excepted classifications of work instead of requiring that exempted employes devote 80% of their time to such work—the execption standard in most other industries. A Senate committee recommended this method, NAB noted, adding that there are some announcers who sell time on a commission basis and some do technical work.

The Labor Dept. also was asked to let stations dispense with timekeeping for such exempted employes who receive set salaries since the wage would seldom if ever fall below the minimum hourly rate of $1.15.

EIA, AMST petition FAA on tall tower issue

Electronic Industries Assn. and the Assn. of Maximum Service Telecasters last Friday (July 14) asked the Federal Aviation Agency to reconsider its recently announced regulations relative to tall towers (BROADCASTING, June 19).

The new rules became effective Saturday (July 15). They provide that any tower more than 500 ft. above ground or more than 200 ft. high in an air control zone constitutes an air hazard. Additionally, the FAA would make the final determination as to whether a tower is a hazard, rather than the FCC, according to the rules.

There has been considerable dispute as to the FAA's jurisdiction over tall towers to the exclusion of the FCC (BROADCASTING, July 10) and this question was raised in the petitions for reconsideration.

An FAA hearing was held last Thursday, under the old rules calling for a recommendation to the FCC by the Air Coordinating Committee, on the tall tower applications of KGO-TV and KRON-TV, both San Francisco.

PROGRAMMING

Wolper, Ziv-UA plan $2 million series

PLANNED FOR NEXT JANUARY: 48 HALF-HOUR SHOWS

In its third acquisition in as many weeks, Ziv-UA, New York, has signed David Wolper to an exclusive contract to produce a new $2 million series of 38 half-hour shows to be ready for airing in January.

The Wolper series, part of a new Ziv-UA programming concept known as "Documatics," was inspired by the producer's "Biography of a Rookie." Each week the title will specify the nature of the protagonist ranging in subject from "Story of a Jockey" to "Story of a Supreme Court Justice."

As the first of the Documatics concept, the new Wolper show will employ no professional actors—each star will play himself.

Ziv-UA previously had announced the acquisition of "Laura" and "Acres & Pains" (BROADCASTING, July 10, July 3).

Hayward expands plans for tv production

Theater, movie and sometime-tv producer Leland Hayward is apparently moving into the tv production field with both feet. Last week he announced that Marshall Jamison, who until June 15 was executive producer for Theatre Network Television Inc., has joined his organization as executive director of production.

It was indicated that Mr. Jamison will concentrate in the commercial tv area. He and Mr. Hayward will coproduce Westinghouse's 90-minute special *The Good Years,* scheduled on CBS-TV June 15 (8:30-10 p.m.). Mr. Jamison also is working on several possible special programs and two series ideas targeted for 1962-63.

Pilots for the series, one in hour-long form, the other 30 minutes in length, are in the process of the being made.

Mr. Jamison previously was associated with Mr. Hayward in the production of three other CBS-TV specials—*The Gershwin Years, The Fabulous Fifties* and the *Ford* 50th *An-*

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niversary Show. For several years he was executive producer of CBS-TV's *U. S. Steel Hour*.

In addition to his independent productions Mr. Hayward is program director for the Zenith-RKO Phonevision Co.'s pay-tv experiment in Hartford, Conn., Mr. Jamison also is expected to be heavily involved in that project when it starts some time next year (BROADCASTING, July 3).

G-T to push comedy; signs Leonard Stern

Goodson-Todman Productions, smarting from the recent failure of several projected tv series to get off the ground, has recruited a tv comedy expert to bolster its program development staff.

Goodson-Todman last week announced a long-term agreement with Leonard Stern, producer-writer-director, who will create comedy series aimed for tv network showing in 1962-63. The contract guarantees the production company exclusive rights to series created by Mr. Stern, who also will fulfill an earlier commitment as director of comedy segments in next season's new *Steve Allen Show* on ABC-TV.

Harris Katleman, G-T's West Coast executive vice president, said Mr. Stern expects to propose three programs within the next few months. None will be of the panel and game variety which has been the company's bread-and-butter for some 15 years. The new shows would be filmed in Los Angeles.

Mr. Stern, 34, was producer and head writer for Steve Allen's network series during the 1958-60 seasons, and previously was head writer for *The Phil Silvers Show* and *The Jackie Gleason Show*.

Mr. Katleman said the company has discontinued plans to produce several filmed series, including *Las Vegas, U. S. Secret Service* and *Medical Detectives*.

ASCAP negotiations previewed by committee

As a prelude to forthcoming negotiations with the American Society of Composers, Authors & Publishers, the All-Industry Television Station Music License Negotiating Committee met in New York last Wednesday (July 12).

Tv stations presently are operating on contracts with ASCAP negotiated in 1957 and running until Dec. 31, 1961.

The all-industry committee, headed by Hamilton Shea (WSVA-TV Harrisonburg, Va.) heard a report from Chairman Andrew J. Murtha of its subcommittee on accounting procedures which analyzed provisions of the existing contract for music used on tv.

Mr. Murtha is business manager of Time-Life Broadcasting Co., New York.

Dan W. Shields of the NAB was designated last week by Mr. Shea to serve as secretary of the all-industry committee. He succeeds Charles H. Tower, former NAB vice president for television, who remains on the committee in his new capacity as administrative vice president of Corinthian Broadcasting Corp., New York.

The all-industry committee was set up in January of this year under the guidance of the NAB (although its membership is not limited to NAB members) for the express purpose of setting procedures to be employed in negotiating with ASCAP for performance rights on music controlled by that group and used on tv stations.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 17-21, 24-26 (10:30-11 a.m.) **Play Your Hunch,** part.

July 17-21, 24-26 (11-11:30 a.m.) **The Price Is Right,** part.

July 17-21, 24-26 (12:30-12:55 p.m.) **It Could Be You,** part.

July 17-21, 24-26 (2-2:30 p.m.) **The Jan Murray Show,** part.

July 17-21, 24-26 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

July 17, 24 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

July 18 (10-11 p.m.) **Purex Special For Women—The Single Woman,** Purex through Edward Weiss.

July 19, 26 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

July 19, 26 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

July 20 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

July 21 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

July 22 (9:30-10 a.m.) **Pip The Piper.** General Mills through Dancer-Fitzgerald-Sample.

July 22 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

July 22 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

July 22 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

July 23 (6-6:30 p.m.) **Meet the Press,** co-op.

July 23 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

July 23 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

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111	1.5 mil ¼" All Purpose Plastic	3, 4, 5, & 7"
150	1.0 mil ¼" Extra Play Mylar *	3, 5, & 7"
102	1.5 mil ¼" All Purpose Mylar *	5 & 7"
190	1.0 mil ¼" Extra Play Plastic	5 & 7"
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Station financial health unchanged

NAB REPORTS '60 RADIO, TV PROFITS MARGINS ALMOST SAME AS '59

The profit margins of U. S. radio and tv stations changed very little last year from that in 1959, compilations by NAB's broadcast personnel and economics department indicated last week. The report was released by James H. Hulbert, department manager.

The NAB figures, obtained from information furnished by all classes of stations, showed the typical radio station's profit margin dropped in 1960 only fractionally from 1959—to 7.6% before federal taxes from 7.7% in 1959.

The typical tv station's profit rose slightly—from 14.3% in 1959 to 15.4% in 1960. Total revenue for the typical tv station was more than $904,000, up 4.5% from 1959, while total expense was up 3% to about $765,000.

Revenue for the typical radio station increased 5.6% in 1960, but average expenses were up 6%, the report said. Radio stations in larger markets had a reduction in profits; those in smaller markets were up slightly.

The average radio station anticipates increased revenues of about 2% in 1961, NAB said. Tv stations expect a 4.5% increase in revenues.

The typical tv station's sales dollar was split up this way: 43 cents from national and regional advertisers, 31 from local advertisers and 26 from network sponsors. The only change in

Typical tv station, 1960

Revenue and expense items		Typical dollar figures	Typical percent figures
TOTAL BROADCAST REVENUE[a]		$904,500	
TOTAL TIME SALES		962,800	100.0%
From:	Networks	251,300	26.1
	National & regional advertisers	413,000	42.9
	Local advertisers	298,500	31.0
TOTAL BROADCAST EXPENSE		$765,300	100.0%
From:	Technical	124,000	16.2
	Program	280,900	36.7
	Selling[b]	97,900	12.8
	General & administrative	262,500	34.3
SELECTED EXPENSE ITEMS			
	Total salaries & wages (including supervision) and all talent expense	318,700	
	Depreciation & amortization	78,900	
	Film expense	85,400	
PROFIT (before Federal income tax)		$139,200	

[a]Time sales plus incidental broadcast revenue minus agency and rep. commissions and payments to networks for sale of time.

[b]Includes all promotion; excludes agency and rep. commissions.

Welcome mat to Des Moines

The new owners of KIOA Des Moines were given a royal welcome to that city at a party given by Meredith Publishing Co. The acquisition for $600,000 (BROADCASTING, May 8) made KIOA part of the Star Broadcasting Co. Over 100 guests attended from Meredith Broadcasting Inc., leading Iowa agencies and retail firms as well as state and city political figures. At the reception (l to r): James C. Dowell, vice president and general manager of KIOA; Payson Hall, executive vice president of Meredith Publishing; George Bolas, president of Star Broadcasting; Thomas C. Harrison, vice president and Chicago office manager of John Blair & Co.; Gilbert Swanson, chairman of the board of Star Broadcasting; Don Bell, KIOA disc jockey; Fred Bohen, president of Meredith Publishing, and Clair Gross, vice president of Bozell & Jacobs.

WPSD-TV spreads out

From Monkey's Eyebrow, Ky., with an antenna 1,638 feet above the ground, ch. 6 WPSD-TV Paducah, Ky., has started broadcasting to a coverage area reportedly increased from 11,000 to 20,000 square miles. The antenna is three times the height of the Washington Monument.

this pattern for the past four years was a slight increase in local revenues in 1960 over 1959.

NAB's report found the typical tv station's expense dollar roughly the same over the last four years: programming, 37 cents in 1960, 36 cents in 1959; technical cost down from 17 to 16 cents; both sales and general and administrative costs the same, 13 and 34 cents, respectively.

The typical station's wage and salary bill was down about 1.5% from 1959, but this category represented about 42% of its total broadcast expenses. Film expense was about $85,000, or 11% of the total expense, and down slightly from 1959. Depreciation and amortization was about $79,000 or a ratio of around 9% to total broadcast revenue.

TPT registers $5 million debentures at SEC

FUNDS TO BE USED TO EXPAND CATV AND BUILD PAY TV

TelePrompTer Corp., New York, has big plans for pay tv and catv. To help implement the plans, it filed to register $5 million in convertible subordinated debentures with the Securities & Exchange Commission last week. The debentures, due 1976, will be offered for public sale on an all or none basis.

The proceeds of the stock sale will be used in connection with TPT's catv system in Eugene, Ore. ($400,000), to repay bank loans ($500,000) and to add to its working capital ($100,000). An estimated $3 million of the proceeds will be used for aquisition and construction of additional catv systems. About $750,000 will be used in development of new products, mainly TPT's "participation" pay-tv plan, Key Tv.

Included in the stock proposal filed with the SEC by TelePrompTer is 26,000 shares of common stock (valuation per share $26.50) which the company will exchange for all stock in Pacific Telescription System which operates a catv system in Santa Cruz, Calif. This system has 3,100 subscribers. Its income for the 10 months ended April 30, 1961 was $158,068 and its net earnings (including special tax credit) $46,116.

TPT makes 18% of its gross revenues from catv systems. The systems (with number of subscribers) are located in Silver City (1,000) and Farmington (3,500), both New Mexico; Rawlins, Wyo. (1,500), Liberal, Kan. (2,000), Eugene, Ore. (5,000), Elmira, N. Y. (2,700), Springfield, Ore. (750), and Coquille, Ore. (1,300). TPT in conjunction with Kaiser Industries is constructing a catv system in Hawaii Kai, a suburb of Honolulu, which it said "might serve as the test system" for its Key Tv. Two weeks ago, TPT President Irving B. Kahn said the company's pay-tv plans were proceeding ahead of schedule (AT DEADLINE, July 3).

TPT had gross revenues in fiscal 1960 of $4,841,083 with net earnings of $51,969. The company's stock is listed on the New York Stock Exchange and has fluctuated considerably in 1961— from a low of 9¾ to a high of 31.

Mr. Kahn, president and board chairman, receives an annual salary of $32,066, according to the prospectus. Edward C. Reveaux, vice president— programs and productions, gets $33,333.

The company has outstanding 693,695 shares of common stock.

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With furniture-household-appliance store sales of more than $83 million last year, San Diego County ranked 11th among the nation's 200 leading counties in this category.* Two metropolitan newspapers sell the important San Diego market: **The San Diego Union** and **Evening Tribune.** Combined daily circulation is 228,437 (ABC 9/30/60).

"The Ring of Truth" Copley Newspapers

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. Represented nationally by NELSON ROBERTS & ASSOCIATES, INC.

* 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

The San Diego Union
EVENING TRIBUNE

WOOK's White House visitor

Top-ranking government officials including FCC members, and Washington civic leaders were on hand as WOOK Washington dedicated its new facility at 5321 First Place, N. E. The 15-year-old WOOK now has five studios, a community room and the latest in equipment, installed at a cost of more than $200,000. Here United Broadcasting Co.'s John with Andrew Hatcher, assistant news secretary to President Kennedy. UBC's broadcast properties include seven radio stations and three television outlets (two of the tv's are construction permits).

only serious buyers will learn your identity

We do not send out lists. Every sale is handled on an individual basis. You are revealed only to serious, financially responsible buyers. You avoid the risks of selling without our deep knowledge of markets . . . and are further protected by our reputation for reliability!

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9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

'Coronet' magazine ceases publication

Coronet magazine last week decided to end publication with its October issue. Esquire Inc., publisher of the 25-year-old national magazine, blamed rising production costs and declining advertising. Trade circles pointed to *Coronet's* folding as another unsuccessful example of the magazine field's competitive struggle with television. (See editorial, page 98).

As the *New York Herald Tribune* editorialized Wednesday (July 12) on *Coronet's* demise:

"Mass magazines are adjusting with some difficulty to their changing role in an age of television, which, like the magazine, offers both words and pictures to a nation-wide audience."

Coronet's passing was preceded by *Collier's* in 1956, and earlier by *Woman's Home Companion* and *The American Magazine*. *Collier's* publisher, Crowell-Collier, has since diversified by acquiring broadcast properties. *Esquire*, too, has entered broadcast media. It owns WQXI Atlanta.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ KCUB Tucson, Ariz.: Sold by Ralph R. Boffard to Oscar I. Dodek for $225,000 plus $25,000 for agreement not to compete. Mr. Dodek is a Washington, D. C., businessman who also owns KABQ Albuquerque, N. M. Maxwell M. Marvin, formerly with radio stations in Washington, Annapolis (Md.) and Dover (Del.) will be executive vice president and general manager. Mr. Marvin holds these same positions at KABQ. KCUB operates fulltime on 1290 kc with 1 kw.

▪ WNEL Caguas, P. R.: Sold by Eduardo Biascoechea and associates to Jack Sterling, WCBS New York, radio personality, for more than $150,000. Associated with Mr. Sterling are James Miller, Arthur P. Lawler and William Rockwood. WNEL is on 1430 kc with 1 kw daytime and 500 w at night.

▪ WOOK-TV Washington, D. C.: Construction permit sold by Richard Eaton to Automated Electronics Inc. for $30,000. Automated Electronics is a Dallas firm, headed by Roland S. Bond Jr. The ch. 14 cp has been held by the Eaton firm since 1954; the station has never been constructed.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 82).

▪ KCMJ Palm Springs, Calif: Sold by Louis Wasmer and Cole E. Wylie to New York attorneys Morris H. and Ber-

nard Bergreen for $490,000 including real estate. Mr. Bergreen has a minority interest in WTBO Cumberland, Md. Mr. Wylie retains his interest in KREW Sunnyside, Wash.

Farm directors get agriculture briefing

The nation's tv and radio farm directors came to Washington last week and crammed spools of tape, for broadcast to their home audiences, with speeches and interviews from leading agricultural officials of the federal government.

They went away convinced that the regulatory climate in Washington means more and better farm programs for tv and radio stations.

"There is a definite indication," George Roesner, KPRC-AM-TV Houston, president of the National Assn. of Tv & Radio Farm Directors, said, "that tv station management is taking a greater interest in farm programming. There's no doubt there will be more from now on."

Mr. Roesner agreed that the impetus for this comes from the current campaign by FCC Chairman Newton N. Minow and others in the Kennedy administration for more public-affairs programming.

Farm programming, always a significant element in farm area radio schedules, has been more a token gesture on tv stations. Farm programs on tv range from 15-minutes daily to 30-minutes weekly, according to a consensus at the NATRFD summer meeting.

The farm directors were also advised:

▪ That 28% of the gross income of radio stations, and 24.3% of the gross income of tv stations, come from their farm departments. This was reported by NATRFD's sales promotion committee. It was based on a questionnaire sent to 300 radio farm directors (with about one-third responding), and six tv agriculture directors. Marvin Vines, KTHS-KTHV (TV) Little Rock, Ark., chairman of the committee, pointed out that these results were tentative; a final report will be presented at the annual Chicago NATRFD meeting Nov. 24-26 at the Conrad Hilton Hotel there.

▪ That farm directors should be more closely identified with station policy. This was urged by NAB President LeRoy Collins, who also called for more farm programs. Gov. Collins defended his position in advocating more "quality" programming on tv and radio.

▪ That the Department of Agriculture modernize its audio-visual activities by securing video tape and sound-on-film facilities in order to better serve tv farm programs.

WMGM $11-million sale goes down drain

DEAL DIES AFTER FCC QUESTIONS C-C PROGRAMMING

The record high price for a single radio station—the $11 million to be paid for WMGM New York by Crowell-Collier Publishing Co.—evaporated last week. The transaction collapsed following the FCC's questioning of Crowell-Collier station operations (BROADCASTING, July 10).

Under the terms of the contract between Loew's Theatres Inc., licensee of WMGM, and Crowell-Collier, if the FCC had not approved the sale by July 10 the transaction expired unless both parties agreed to extend the deal. Neither made any move to do so, it's understood, and the contract, thus, automatically ceased to be binding.

Some conflict developed as to whether the sale had been called off by mutual consent, Arthur Tolchin, executive vice president of WMGM, said Loew's initiated cancellation of the sale. A spokesman for Crowell-Collier claimed the cancellation was by mutual consent.

When asked if Loew's would continue to operate the station, Mr. Tolchin said: "Most assuredly—full speed ahead." WMGM, one of New York's top independent stations, operates with 50 kw on 1050 kc. It was founded in 1922.

In its letter to Crowell-Collier, the FCC questioned some of the programming practices by C-C stations (KFWB Los Angeles, KEWB San Francisco-Oakland and KDWB Minneapolis-St. Paul). The agency said it had complaints that some programs were in bad taste, vulger and suggestive, and that the Los Angeles and San Francisco stations had broadcast announcements alarming the populace. C-C was given 30 days from July 6 to answer the letter of inquiry.

A Crowell-Collier spokesman said that all three stations have been operated in the public interest and that "we are confident the FCC will find this to be the case."

C-C has also contracted to buy WGMS-AM-FM Washington from RKO General Inc., paying $1.5 million for the good music station. This deal is involved in the whole RKO General-NBC transaction.

WINS Sale Extended ▪ Last week it was reported that the $10-million sale

EXCEPTIONAL QUALITY BUYS

1. $200,000.00—on terms. 1000 watt daytimer with FM in lovely New England market. Grossing $130,000.00, owner-operator potential, cash flow—very lucrative.

2. $600,000.00—on terms. Low frequency radio station licensed to adjacent market, but covering with 25 MV/M over entire metro area of one of the top eight markets. Offices and studios in the big market.

3. $170,000.00—29% down. Fulltime 5 kw radio station in northeast—offering excellent living to owner-operator.

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EXecutive 3-3456

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Riverside 8-1175
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of WINS New York by J. Elroy McCaw to Storer Broadcasting Co. had been extended for another six months.

Speculation had been rife that this transaction also might be called off because of the FCC's action in holding up the New York station's license renewal. The contract, extended once to July 10, was extended again for another six months.

In its letter of inquiry to WINS, the FCC said it had uncovered instances of payola and questioned whether the station's license could be renewed without a hearing (BROADCASTING, July 10).

ABC Radio schedules four affiliate meetings

ABC Radio has scheduled its annual series of affiliates meetings for the last two weeks of August. At each of the four regional meetings, network management will present a progress report, define present problems and outline plans for the future, as well as allowing time for an exchange of ideas between management and representatives from the affiliated stations.

The schedule of meetings:

Aug. 21, New York, Sheraton-East Hotel; Aug. 25, San Francisco, Mark Hopkins Hotel; Aug. 28, Chicago, Sheraton-Chicago Hotel, and Aug. 30, New Orleans, Sheraton-Charles Hotel.

Crowell-Collier has labor problems, too

AFTRA STRIKES KFWB LOS ANGELES IN WAGE DISPUTE

The Los Angeles chapter of the American Federation of Television & Radio Artists called about 20 of its members from their jobs at KFWB, Crowell-Collier station that city, last Tuesday noon (July 11).

Reason, according to a news release issued the day before by the union, was that the "present wages of $173 do not reflect the large profits and the number one position of the station as claimed by the management." KFWB, on its part, points out that its present base scale of $155 a week for newscasters—the only ones actually concerned, as the station's disc jockeys are personalities working under individually negotiated contracts—has been augmented by merit increases bringing that base up to the figure quoted by the union.

Since the strike hour, KFWB has kept on the air and, to the casual listener, at least, sounds just like it always did, with perhaps a little more verve than usual injected by the strike situation into the voices of the management personnel who are manning the mikes. For several of them, like program vice president Chuck Blore, it represents a return to their former dee-jay occupation.

On the business side, late last week KFWB said it had not had a single cancellation of an advertising contract due to the AFTRA strike.

Background to the strike is this: KFWB is one of a group of 17 independent radio stations in the Los Angeles area whose AFTRA contracts have expired and are currently negotiating new contracts as a group (BROADCASTING, July 10). For the group, AFTRA originally asked a $25-a-week increase across the board. Later AFTRA reduced this demand to $10 the first year and another $10 the second year of a new two-year contract.

But the union singled out KFWB to ask that the base scale be raised from $155 to $250 ($225 plus an extra $25 for rewriting the news) and called for individual negotiations of this wage demand, apart from the group. After some discussion, AFTRA dropped its demand to a $225-a-week per newscaster. KFWB offered the union a new three-year contract with increases in base scale of $15 the first year, $7.50 the second and $7.50 the third, or $30 over the three-year period. (KFWB's nearest competitors now have AFTRA base scales of $167.50 for KMPC, and $152.50 for KLAC.) AFTRA demands on these stations were the same as for the group—a flat $25-a-week increase. To its present employes KFWB offered an increase to $195 a week, immediately, with further raises to $207.50 the third year. The station offers were rejected and the strike began.

Robert M. Purcell, president, Crowell-Collier Broadcasting Corp. (licensee of KDWB Minneapolis-St. Paul and KEWB Oakland-San Francisco as well as KFWB), was in the East during the period of the AFTRA negotiations. (Crowell-Collier's option to purchase WMGM New York for $11 million terminated Monday [July 10] when the FCC by a 4-3 vote refused to approve the transfer pending an investigation of the operations of the three present C-C stations [BROADCASTING, July 10]) (see story, page 69). On Monday, Mr. Purcell said he telephoned Claude McCue, executive secretary of the Los Angeles chapter of AFTRA, asking that any strike action be withheld for a few days until he could complete his business in the East and familiarize himself with the union situation on his return to Los Angeles. This request was denied. The strike commenced Tuesday noon.

On Wednesday, station and union representatives met in the offices of Federal Mediation & Conciliation Service Commissioner Jules Medoff. Mr. Purcell, who had arrived in Los

Have rickshaw, will travel

If WFBC-TV Greenville, S. C., wants to assign newscaster Lee Kanipe (above) to cover a story in the Orient, the mobile equipment is available. Like many other stations WFBC-TV has a complete array of trucks, station wagons etc. But its latest addition is this deluxe rickshaw, (known as a "pedicab" in the Orient) which also sees service in local parades and on certain studio shows.

Battle of the signs

Pickets carrying signs "on strike. KFWB is unfair" no sooner appeared in front of KFWB's headquarters on Hollywood's Hollywood Boulevard than they were joined by other pickets. These were not hired by AFTRA but by KFWB. Their signs were not white, but vivid orange. Their message: "KFWB is not fair. It's great."

Angeles late the previous evening, asked for time to familiarize himself with the situation and the meeting ended, with no date set for another, although presumably one will be held early this week.

Pre-strike negotiations were conducted for KWB by Jim Simons, station manager; Theo Sanders, assistant to the president; Charles Blore, vice president, and Bruce Baumeister, attorney. AFTRA was represented by Mr. McCue, Leonard Chassman, AFTRA field representative, and David Ziskind, attorney.

Also on Wednesday, Harry Maizlish, who sold KFWB to Crowell-Collier in 1956 for $2.47 million (BROADCASTING, Sept. 3, 1956), wired W. D. Cole, board chairman of Crowell-Collier Publishing Co., parent of C-C Broadcasting Corp., expressing a desire to repurchase the station. Mr. Maizlish, owner of KRHM (FM) Los Angeles, made no firm offer in his wire, nor did he mention any purchase price.

Mr. Cole's answer was terse and to the point: "Dear Harry—Not a chance. Bill Cole."

AFTRA negotiations with the independent stations as a group are in abeyance and apparently will remain so pending an outcome of the KFWB strike. Meanwhile, the independent stations group is about to commence bargaining with IBEW local 45 for a new contract to succeed the one expiring June 30. IBEW's original proposals are for a two-year contract with an across-the-board increase of $12.50 the first year and $7.50 the second for technical employes and a four-week annual vacation with pay.

Four RFE winners named

Station winners in the 1961 nationwide broadcasting competition for support of Radio Free Europe are WBZ Boston, WEJL Scranton, Pa., KCMO-TV Kansas City and KPIX (TV) San Francisco. The awards for promotional efforts to secure support from American citizens for the Radio Free Europe Fund were announced July 11 by W. B. Murphy, president of Campbell Soup Co. and board chairman of the RFE fund. The winning stations will send representatives on a European tour, including an inspection of RFE facilities in West Germany and Portugal.

New 'Open End.' series to have a 'closed' end

A new two-hour version of *Open End.* (with a period at the end of the title to designate its limited time status) will probably be presented by Metropolitan Broadcasting Corp. on all of its tv stations beginning Sept. 10.

The series will be jointly owned by MetroMedia, parent company of Metropolitan Broadcasting, and David Susskind, moderator and host of the discussion programs. Negotiations were in the final stages last week.

It also was reported that when negotiations are complete National Telefilm Assoc. will be granted tv distribution rights to the series outside Metropolitan's own distribution area. The series originated on an NTA-owned station, WNTA-TV Newark-New York (sold last month to an educational-tv group, BROADCASTING, July 3), in 1959 and was subsequently syndicated by the station owner in many major markets.

Some controversy seemed sure to develop over who owns rights to the series, with Mr. Susskind emphatically maintaining that they belong to him. Talent Assoc.-Paramount Ltd., the tv packaging company of which Mr. Susskind is executive producer, will have nothing to do with the presentation of the series.

Plans call for *Open End.* to be telecast every Sunday (9-11 p.m., EDT) to Metropolitan stations WNEW-TV New York; WTTG (TV) Washington, D. C.; WTVH (TV) Peoria, Ill.; WTVP (TV) Decatur, Ill.; and KOVR (TV) Stockton-Sacramento, Calif. It will be taped at WNEW-TV New York, with one program every month originating from WTTG Washington, D. C.

WDSU-TV uses Visual gear

Visual Electronics Corp., N.Y., announced the installation of its Visual 6000 television program automation system at WDSU-TV New Orleans and operation was to have begun July 15. The equipment switches video and audio signals automatically on the air in accordance with the station's program schedule, thus providing smoother programming in the very active station break periods and reducing the technical operator's workload, the company said. Self-checking features are in use at all times to provide automatic error-free operation. WDSU is the first station to adopt this system, the company said.

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all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

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RADIO AM | FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

Two new seeing-eye satellites in orbit

The United States had two more sky-scanning satellites orbiting the earth last week—and one of them was known to be using tv cameras; the instruments of the other, the super-secret spy-in-the-sky Midas III, have not been divulged.

Tiros III, launched from Cape Canaveral, is the metereological satellite which contains two wide-angle tv cameras (BROADCASTING, July 10). This is a major change from the previous Tiros satellite which contained one wide angle and one narrow angle tv camera. The new weather surveyor, which radios pictures of cloud formations back to earth, is circling the earth every 100 minutes in an orbit that ranges from 460 miles to 506 miles above earth. Photographs already received by U. S. metereologists were termed "excellent."

The Midas surveillance satellite is packed with infra-red sensors which, it is said, are capable of picking up the heat radiations given off by missiles or rockets. A group of such satellites, it is estimated, can materially increase the warning time in case of missile attack on the United States. Midas III is in a circular orbit 1,850 miles above the earth. It takes two hours and 40 minutes to make one complete pass around the planet.

Radio-tv production, sales rise for May

Production and retail sales of both tv and radio rose in May, Electronic Industries Assn. reported last week. But the cumulative figures for the first five months of the year are running behind the comparable period for 1960 except that radio retail sales are up by almost 300,000, EIA said.

EIA reported the following for the first five months of this year:

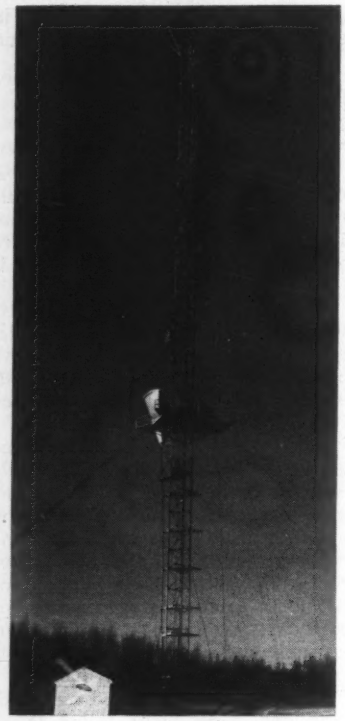
PRODUCTION

Period	Tv	Radio
Jan.-May '61	2,186,018*	5,911,027**
Jan.-May '60	2,444,174	6,973,069

SALES

Jan.-May '61	2,151,920	3,449,834***
Jan.-May '60	2,285,866	3,175,469

* Includes 113,191 tv receivers with uhf tuners (compared with 210,602 such receivers in same period last year).
** Includes 1,863,781 auto radios and 267,787 fm radios (compared with 2,726,222 auto radios and 339,516 fm radios last year).
*** Excludes auto radio sales.



Tower for horn-antennas

Stainless Inc., North Wales, Pa., and its Canadian subsidiary, Walcan Ltd., have introduced a new microwave tower capable of supporting two platforms and six horn antennas from heights of 25 ft. to 500 ft. Now in service in Northwestern Canada by Alberta Government Telephone, for whom it was designed, the tower is the first of its kind to be used for horn antenna support, according to Stainless. Material, installation and maintenance costs are said to be reduced by one-third.

DCA announces plug-in converters for fm stereo

Dynamics Corp. of America has started production at its Farmingdale, N. J., plant of broadcasting equipment which can immediately and without station "down-time" convert all existing fm radio stations to stereo broadcasting, the company said last week. The stereo conversion equipment ranges from complete 20 kw fm stereo transmission systems to small typewriter-sized "plug-in" conversion units.

Developed by DCA's Standard Electronics Div. to meet recently set FCC standards, the company said, first orders for the new equipment have been received and filled. The equipment line includes standard electronics stereo generator 935, the self-contained plug-in converting unit; a combination stereo generator and standard electronics serrasoid modulator, which can convert any existing fm station to stereo, and the 20 kw stereo transmitter (equipped with stereo generator 935), which functions as a complete transmission system for newly authorized stations and existing stations requiring new or additional transmitters.

Technical topics...

Western division ▪ Melpar, Falls Church, Va., a subsidiary of Westinghouse Air Brake Co., announced the establishment of a new division, Western Engineering Laboratories, Northridge, Calif. Edward M. Bostick, president, says the new division was created to provide increased service capabilities and liaison between Melpar and expanding defense department operations on the West Coast. Arthur N. Corner, formerly head of Melpar's production division, was named general manager.

Magnavox split ▪ Magnavox Co., Fort Wayne, Ind., has been authorized by stockholders to split stock on a three-for-one basis. Magnavox, which reported record first half sales and earnings, will increase the number of shares from 3.5 million to 10 million and will make a 50% increase in the dividend rate. The stock split is effective July 20, and the new stock will be issued Aug. 3. In the first half of 1961, sales were up approximately 20% to $61,793,000, compared with $51,764,000 in the same period in 1960. Estimated net income rose approximately 38% to $2,540,000 from $1,844,000 in the 1960 six-month period.

Sylvania expansion ▪ Sylvania Electric Products Co. will add 81,000 square feet of manufacturing space between mid-August and next spring, a 40% increase, because of "unprecedented product demand" for the company's semiconductor devices and materials. Plant additions will be made in Woburn, Mass., and Hillsboro, N. H. Sylvania predicts semiconductor sales in 1961 will rise to about $400 million from the previous record of $301 million in 1960.

Mike line ▪ University Loudspeakers Inc., White Plains, N. Y., has announced its new line of professional microphones, which feature interchangeability between any of the mikes and a complete set of adapters. The line consists of two omni-directional and two cardioid microphones, two lavaliers and five adapters.

WLEE wants to start an 'idea bank'

STATIONS WOULD EXCHANGE SUCCESS STORIES

WLEE Richmond, Va., wants to set up an exchange whereby radio stations can benefit from each other's successful ideas. According to David E. Lyman, WLEE program director, a similar plan is already in use by six leading Canadian radio stations.

Basic idea is that each participating station in the exchange is to prepare a detailed report on all unusual or successful sales efforts, sales or station promotion schemes, contests and programming during the preceding month. The mimeographed report is mailed to other participating stations.

No cash is involved, Mr. Lyman said; agreement to file the monthly report on time is the only requisite. Specifically, the following rules would apply.

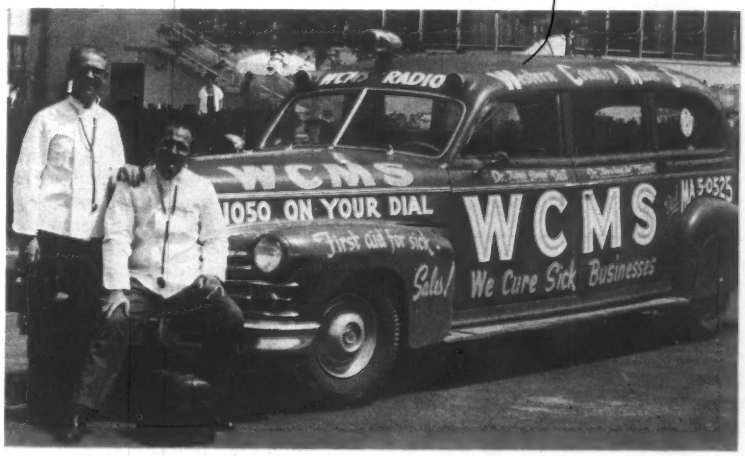
- Participation would be limited to one station in each of the top 75 markets.
- Each station must be one of the top two in its market, according to a recognized survey.
- Canadian stations wishing to participate (if any) must be in one of the top 10 Canadian markets.
- Each station wishing to participate must be approved by all present participants, to avoid conflict with operations with stations in several markets. A list of stations applying will be mailed to all present participants, and participants will be given 15 days to reject any of these new stations. Automatic participation will be granted after 15 days if no objections arise.
- All participants must agree to keep all reports confidential, and for their own use, and a participant must obtain permission from the issuing participant before releasing a report, or portion thereof, to a third station.

Interested stations should contact Mr. Lyman at WLEE.

WMT-TV points to where the good tv shows are

The public-affairs programming of all area television stations is being promoted by WMT-TV Cedar Rapids, Iowa. Regularly scheduled spots give specific information on the CBS station's programs and those of its competition—KCRG-TV Cedar Rapids (ABC) and KWWL (TV) Waterloo (NBC).

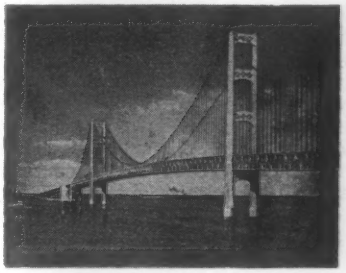
William B. Quarton, WMT-TV general manager explains, "One reason television is criticized is that not enough people appreciate the full scope of what's going on. We believe there's



With red lights blinking, sirens screaming

WCMS Norfolk, Va., salesmen make their rounds of local agencies and clients in a completely equipped ambulance. Shown with the vehicle, which the station has made available to local civil defense units for use in emergencies, are (left) Roy La Mere, general manager ("chief surgeon for sic [sic] sales") and George Dail, commercial manager of the station, ("resident physician for ailing business").

MICHIGAN'S
UPPER PENINSULA
IS EASILY AVAILABLE
NOW



The New $100,000,000
BIG-MAC Bridge
carries thousands to the U. P. daily!

Paul Bunyan Television
WPBN-TV Traverse City
WTOM-TV Cheboygan
One Rate Card

Covers 25 Northern Michigan Counties INCLUDING a big chunk of the U. P. and parts of Canada

Offering the Only Principal City Grade and Grade A coverage to Traverse City, Cheboygan, and much of Resort-Rich *Northern Michigan*

Reach the MOST homes with P B N *
7000 MORE Homes Reached Than Sta. B (M-F, Noon-6 PM)
1900 MORE Homes Reached Than Sta. B. (M-F, 6 PM-Mid.)
2800 MORE Homes Reached Than Sta. B. (Sat. 6 PM-Mid.)
1900 MORE Homes Reached Than Sta. B (Sun. 6 PM-Mid.)

*ARB (March, 1960)

Network Representative Elisabeth Beckjorden

enough good television to go around and we don't mind pointing out where it is."

Annual presented by WCKT

In its public-service report entitled *Responsibility,* WCKT(TV) Miami graphically illustrates its concept of programming and service, both in theory and practice. Listed are locally-produced programs of special significance and awards the station has received as well as a partial list of documentaries and entertainment programs supplied by its network. A month-by-month listing of public-service announcements carried by the station is attached showing the importance which WCKT places on this phase of its community responsibility.

Drumbeats...

Big mail pull ▪ Nearly 165,000 pieces of mail were received by KQV Pittsburgh in an eight-week period. Magnet for all the correspondence was a contest with two-million trading stamps for prizes.

Low cost ▪ To promote a new *Pinocchio* film series, Telefilm of Canada, Toronto, sent postcards to 525 tv station, agency and company executives. Each day a new card was sent, with the last one giving the clue. For low campaign-cost of $600, Telefilm received nine phone calls, arranged five screenings.

Prize winner ▪ KLAD Klamath Falls, Ore., won a trophy for its "float" in a local parade. The entry—a live donkey—carried a sign reading "Everyone listens to KLAD but me (and you can see what I am!)."

Teenage script writers ▪ Two teenage high school students have been named winners of WABC-TV New York's youth tv script writer competition and both have been retained for the summer months to develop their entries into possible programs for fall presentation. Susan Brown of Greenwich, Conn., and David Gingold of North White Plains, N. Y., will have eight weeks to develop their 500-word script outlines into workable half-hour shows. The facilities of all pertinent WABC-TV departments will be made available to them.

INTERNATIONAL

Canada gets a tv selling organization

SETH TO DIRECT CANADIAN TvB LTD., SUPPORTED BY U.S. TvB

Formation of Canadian TvB Ltd. and the appointment of William R. Seth Jr. as its director, effective Aug. 1, were announced last week by Ralph Snelgrove of CKVR-TV Barrie, Ont., chairman of the new bureau's temporary executive committee, and Norman E. Cash, president of TvB (U. S.).

Mr. Seth, formerly in charge of the Colgate-Palmolive television unit at Lennen & Newell, New York (see *Fates & Fortunes,* page 74) will be based in the New York headquarters of TvB but will commute frequently to Canada and is expected to establish offices of the new organization in Toronto shortly.

Mr. Cash said TvB would give "full support" to the new organization in its early years, making available the facilities and information of the U. S. bureau. Membership in the Canadian bureau will be open to stations, networks and station representation firms.

Mr. Snelgrove said contacts by the organization's project committee indicated almost 100% support by Canadian tv stations. Establishment of an independent selling organization for Canadian television was recommended by the membership of the Canadian Assn. of Broadcasters last year, and the formation of Canadian TvB Ltd. has been approved by the CAB board.

CAB President Don Jamieson of CJON-TV St. John's, Newfoundland, said the temporary executive committee would include, in addition to Chairman Snelgrove, Jean A. Pouliet of CFCM-TV Quebec, W. D. McGregor of CKCO-TV Kitchener, Ont. and Roy G. Chapman of CHBC-TV Kelowna, B. C.

Mr. Snelgrove noted that "television has grown rapidly in Canada—87% of all homes are tv-equipped and 75 stations are on the air—with the result that the Canadian advertiser needs all the help he can get to obtain maximum efficiency for his dollars. Canadian TvB Ltd. has been formed to increase the advertiser's and agency's knowledge of the medium by documenting local, regional and national success stories, providing brand expenditure figures for advertisers and compiling significant audience information."

He said the work of TvB in the U. S. "has shown Canadian members the value that can be obtained through the assistance of a television selling organization. . . . We are indebted to the Television Bureau of Advertising for its support and assistance in making this new organization possible."

Two Ontario outlets get permission to quit CBC

The Board of Broadcast Governors has released CHCH-TV Hamilton, Ont., and CJSS-TV Cornwall, Ont., from conditions in their licenses requiring them to belong to the CBC national network. The July 6 announcement said the condition would be lifted as of Sept. 30 for the Cornwall station; the effective date for CHCH-TV will be announced later.

The decision in regard to CHCH-TV followed strong opposition from the

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address——

* Occupation Required

CBC against loss of its Hamilton affiliate. However, the board noted "a substantial, and perhaps unique, degree of duplication" of network service in the CHCH-TV area, much of it coming from the CBC's key network station CBLT (TV) in Toronto, only 43 miles from Hamilton. The board also said a proposed change of CBLT's transmitter site could strengthen network coverage in the area. CHCH-TV is owned by Niagara Television Limited.

In the case of CJSS-TV, the board noted that the CBC had questioned the desirability of network affiliation from the first, but that affiliation had been sought by the original applicant. Since then the station had been sold to Cornwall Broadcasting Ltd., which requested the change. Again, the board noted considerable duplication of network service within the Cornwall area.

CJSS-TV plans to join the new CTV Television Network. CHCH-TV has no plans of joining the CTV network.

Cassidy describes rise of Japanese advertising

Japanese advertising expenditures have increased nearly tenfold in the past decade, H. E. Cassidy, president of the McCarty Co., Los Angeles advertising agency, told the Los Angeles Advertising Club on his return from a visit of several weeks in that country. He said advertising in Japan has kept pace with the industrial output, now nine times the prewar level.

Mr. Cassidy credited much of the advertising growth to the broadcast media. Commercial radio, he reported, started in 1951 with billings of $1 million and in 1960 totaled $50 million. Commercial television began in 1953, when there were only about 1,000 tv receivers, with billings of $1.5 million. In 1960, the tv set count had risen to 3.5 million and the billings to $107 million. There are now about 14 million registered radio sets in Japan, he said. Since there is an ownership tax on both radio and tv sets there is a tendency to conceal ownership where possible.

Japan's four islands have a total area about ⅞ that of California and a population of more than 93 million people, 10 million in Tokyo alone. With a literacy rate of 98%, Japan supports more than 100 daily newspapers, some 1,500 magazines and 106 radio and 50 tv stations.

In 1947, Mr. Cassidy said, newspapers got 75% of all Japanese advertising; today the figure has dropped to 42%. Television now accounts for 17%, radio 11% and outdoor displays 23%-25%. Of some 200 advertising agencies in Japan, 57 belong to the Japanese Assn. of Newspaper & Broadcasting Advertising Agencies.

CBC'S COMMERCIAL TV REVENUE DROPS

Decrease laid at doorsteps of new private stations

Commercial revenue of the Canadian Broadcasting Corp. dropped last year, at least partly because of competition from privately owned television stations which opened in eight cities formerly reserved for the publicly owned CBC.

In its annual report for the year ending March 31, 1961, the CBC said its gross commercial revenue for the year was $37,601,000, about $1.5 million below anticipations and $560,000 less than 1959-60.

CBC President J. Alphonse Ouimet commented: "The launching of second stations in eight major centers covering more than 50% of the population came late in the period under review. Particularly in the last quarter of the year, these stations were participating in the available advertising dollar with an appreciable effect on CBC's commercial revenue.

"This deterioration of the anticipated commercial revenue position came despite increasingly energetic efforts on the part of our commercial staff. It was also due partly to a reduction in the advertising budgets of business generally."

Full Impact ▪ Mr. Ouimet predicted that the full impact of second stations will be felt in the current year, and that establishment of a new privately owned tv network may have a further effect on income.

"The corporation has come to the end of a phase in its commercial operations, and it cannot necessarily expect as high a proportion of its revenues from this source as in the past," Mr. Ouimet concluded.

Mr. Ouimet said the second stations posed no programming problems during the 1960-61 year. Despite their novelty appeal, they did not divert a major portion of the over-all CBC audience.

"Indeed, in some of the larger centers which have for some years been served by U.S. outlets, the second stations appeared to have gained most of their audience from the viewers of U. S. stations."

He said there was an effect on audience viewing from the new stations, but that it was still too early to tell whether the current viewing pattern was firmly established or was due largely to audience curiosity about the new stations. CBC stations had no serious audience loss to second stations in such key markets as Montreal, Toronto and Vancouver, where service from other stations was already available, and generally speaking, CBC stations in these areas are leading the field in viewing for appreciable sections of their broadcast day.

Disastrous Move ▪ Mr. Ouimet also warned against any move to split the CBC's national network in order to allow for use of CBC affiliated stations by independent networks. He said such a step could be "disastrous to Canadian broadcasting in the long run," and that his opinion is shared by both public and private broadcasters within the national service.

In an accompanying statement, the CBC board of directors also said that CBC should continue to oppose "any developments which tend to disturb the present long-established relationship between CBC and its affiliated stations, and that in particular the corporation should oppose any proposal involving the splitting of networks whenever such proposals tend to divide the component parts of CBC television networks in a manner detrimental to the maintenance and development of the national television service."

But on the same day, the Board of Broadcast Governors, the Canadian regulatory body, announced that private stations CHCH-TV, Hamilton, and CJSS-TV, Cornwall, Ontario, have won

When you think of Kansas City, Mo. remember our A.P.*

Kansas City is the trade hub of the entire 200-mile-wide Mid-America market. And in Kansas City.. KCMO-Radio and KCMO-TV give you 2,320,499 cash customers.. at a low-cost-per-thousand. KCMO 810-Radio is Kansas City's most powerful station.. and KCMO-TV on Channel 5 operates with 100,000 watts full power from America's tallest self-supported tower.

*AREA POTENTIAL

Kansas City MO TV-Radio-FM

E. K. HARTENBOWER, V. P. and Gen. Mgr., R. W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

release from their affiliation agreement with CBC.

The report showed that total operating costs for the year were $100,952,-825, of which $59,288,476 was received from public funds. The CBC had returned to the federal treasury $2,796,-524 which it had saved from the operations appropriation voted by Parliament. It also returned an unexpended amount of $2,063,172 from its capital grant.

Operating expenses for the year increased 7.4% over 1959-60. In comparison, the 1959-60 increase over 1958-59 was 7.7%.

Other points made in the report:

Long-range plans for tv development should include CBC stations in Saskatchewan, New Brunswick, eastern Newfoundland and Prince Edward Island.

The CBC does not intend to modify its policy of providing a balanced and varied service in order to meet local competition from the new private tv stations.

The CBC should retain the right to refuse to disclose CBC news sources except when the withholding of such information would be in contravention of the law.

The CBC should take steps to open a tv outlet in Quebec City.

Tv coverage in Canada has been extended to over 90% of the population.

Canadians warned to seek fm

Some Canadian fm channels may be lost to the U.S. by default if Canadian broadcasters do not occupy them, the Board of Broadcast Governors warned in its annual report on July 6.

The national regulatory board said it is concerned particularly about fm channels allocated to centers in southwestern Ontario, and pointed out that these channels could best be protected by having them occupied.

It said fm development has been relatively slow in Canada for a number of reasons, especially the impact of tv stations established during the mid-50s, but that interest has increased in recent years in both the industry and audience.

However, said Board Chairman Andrew Stewart, fm stations are being established in the U.S. at so much faster a rate than in Canada, that this could affect the Canadian position on channel rights.

The board felt that, given favorable encouragement and conditions, fm could grow into the major or primary service in many parts of Canada. But while the board wished to encourage the growth of fm broadcasting, it was concerned with maintaining a higher quality of broadcasting on fm than many am stations are giving. It was reviewing the desirability of separate programming regulations for am and fm bands.

To assist in the financial support of fm stations, the board had advised the government to let fm broadcasters use their channel (without affecting the regular program) to pipe background music to selected customers on a commercial basis.

The board said again that Canada is not yet ready for color tv. It noted that licensing of second television stations in centers formerly reserved for the CBC will provide alternate viewing from CBC programs for 60% of Canadians, and declared that in all areas now served, Canadians receive a broadcasting service which compares favorably with that of any other country.

Grande Prairie tv outlet, 11 satellites authorized

A new CBC tv station at Grande Prairie, Alta., to serve northern Alberta and British Columbia, has been approved by the Board of Broadcast Governors. The station will operate on ch. 10 with 36 kw video and 18 kw audio with a directional antenna 967 feet high. It will handle national and regional network shows, but will not have facilities to originate live programs.

The board also approved a CBC tv satellite station in Peace River, Alta., to retransmit from Grande Prairie over ch. 7, with power of 720 w video and 360 w audio. The board denied an alternative application by Peace River Television Ltd. to establish a new tv station at Peace River with a satellite at Grande Prairie.

The board also approved eight satellites for CFCF-TV, Kamloops, B. C. The satellites, all 5 w., will operate from the British Columbia towns of Ashcroft (ch. 10), Chase (ch. 11), Lillooet (ch. 11), Merritt (ch. 10), Clinton (chs. 5 and 9), and Mount Timothy (chs. 8 and 11).

CKVR-TV Barrie, Ont., has been recommended for a satellite station at Parry Sound, Ont., with 5 w power on ch. 11. CKRS-TV Jonquiere, Que., was recommended for a satellite at Port Alfred, Que., on ch. 9 with 19 w video and 9.5 w audio.

A new radio station was recommended for Grand Falls, Nfld., to extend service in central Newfoundland. Licensee is Colonial Broadcasting System Ltd., and the station is to have 10 kw power on 620 kc. The same company was recommended for a license at Marystown, Nfld., (560 kc with 1 kw day and 500 w night). It will carry some programs of local origin as well as those from the Grand Falls station.

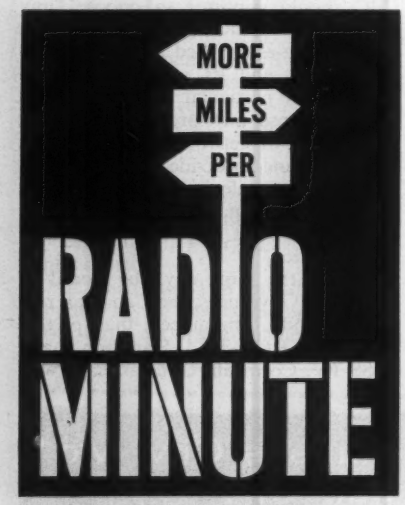
The Department of Northern Affairs and National Resources, Ottawa, also received approval for a radio station at Fort Simpson, Northwest Territories, with 25 w power on 1490 kc.

A new fm station was approved at Kamloops, B. C. Licensee is Inland Broadcasters Ltd., with 910 w on 98.3 mc., ch. 252.

The board approved two new low-power relay transmitters for the CBC, at Cassiar, B. C., (40 w on 1340 kc.) and at Haines Junction, Yukon Territory (40 w on 860 kc.).

Canada set sales lag

Television receiver sales in Canada for the first five months of 1961 totalled 109,172 units as compared with 117,033 in the same period last year, according to figures of the Electronic Industries Assn. of Canada, Toronto. Radio receiver sales in January-May period of this year 168,190 units as against 189,012 for the 1960 period. But the association points out that the 1961 figures do not include sales of one of its members who dropped out recently, but whose sales were recorded in the 1960 figures.



KBIG minutes travel farther with "compact" economy; only 38¢ per 1000 listening homes in metropolitan Los Angeles (1960 Cumulative Pulse). San Diego, San Bernardino, and 231 other vital Southern California markets are free! No other station covers so much for so little.

KBIG 740 kc/10,000 watts Radio Catalina for all Southern Calif.

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles
National Representative: Weed Radio Corp.

BROADCAST ADVERTISING

James R. Sanders named vp and account supervisor by North Adv., Chicago, for Toni Co. brands including Toni, Tonette, Silver Curl and Bobbi Home Permanents and Pamper Shampoo. He joined North year ago, previously was with Foote, Cone & Belding.

John Stack and **David Wham,** account executives, Dancer-Fitzgerald-Sample, N. Y., elected vps.

Eugene A. Raven, vp and account supervisor at Erwin Wasey, Ruthrauff & Ryan, joined Foote, Cone & Belding, New York, as account supervisor on spot radio-active Trans World Airlines. At EWR&R, Mr. Raven was responsible for supervision of KLM Royal Dutch Airlines and Trans Texas Airways. He is also former advertising director of United Air Lines.

Mary Agnes Schroeder and **June McClain** of Post & Morr, Chicago, elected vps. Mrs. Schroeder, radio and tv actress in Chicago, is creative executive for Post & Morr on *The Many Faces of Eve* campaign for Maybelline Co. Mrs. McClain is responsible for administration of General Finance Co.'s radio advertising on 79 midwest stations.

Mr. Klein

Allen S. Klein, national sales director for Pulse Inc., named director of expanded Pacific Coast office. Mr. Klein will organize production facility to operate alongside sales - service departments.

Robert A. Dearth, former president and general manager, Morse International, N. Y., joins Kenyon & Eckhardt, Detroit, as senior vp.

Walter Lurie, senior vp and account supervisor, Grant Adv., N. Y., named executive vp in charge of international division.

Frank E. Heaston, vp and marketing director, Gardner Advertising Co., N.Y., named marketing director for entire agency. **Kenneth E. Runyon,** vp and board member, named supervisor of Pet Milk Co. account and **Wells A. Hobler,** vp, named supervisor of Grocery Products Div., Ralston Purina Co.

William R. Seth Jr., former head of tv unit on Colgate-Palmolive account at Lennen & Newell, New York, named director of newly formed Canadian TvB Ltd. (see story page 74). With L&N since 1958, he previously was director of tv programming at MacManus, John & Adams from 1956 to 1958, was radio-tv vp of Lewin, Williams & Saylor from 1950 to 1953. He formerly was in sales development, promotion and advertising at NBC for four years.

Curtis Kent, advertising manager of The Schick Safety Razor Co., appointed assistant to E. E. Ettinger, executive vp, Technicolor Corp. Mr. Kent's duties will be in consumer products and motion picture divisions.

Alfred J. Scalpone, independent tv producer with 25 year background in advertising and broadcasting, has been appointed in charge of advertising for Schick Safety Razor Co. In 1958 he formed his own producing firm, La Mesa Productions, continuing to serve as program consultant to CBS-TV until last year, when he became general management consultant.

Abbott Washburn, deputy director, United States Information Agency, joins Carl Byoir & Assoc., Washington, D. C., as vp of international operations. In addition, **Henry McNulty,** formerly pr director, Free Europe Committee, appointed resident vp, London, and **James Nolan,** consultant to American corporations in western Europe, named resident vp in Frankfurt.

Abner E. Kohn, former vp, Dunwoodie Assoc., N. Y., opens own advertising and pr firm, that city.

Leonard Goldberg, formerly administrator, sales and programming research, NBC-TV, joins media department, BBDO, N. Y., as coordinator of broadcast media and planning.

Mr. Aiello

Vincent F. Aiello, staff, creative department, Geyer, Morey, Madden & Ballard, N. Y., elected vp.

Lee Albright, formerly with BBDO, N.Y., joins Moss Assoc., that city, as vp in charge of creative services.

James E. Schwenck, president of Grant, Schwenck & Baker, Chicago, has resigned. Future plans were not announced at this time.

Robert J. Fenton, account executive of Kenyon & Eckhardt, Hollywood, appointed vp and manager for Al Paul Lefton Co. New Hollywood office at 1680 N. Vine St. Telephone is Hollywood 624347. **Martin Simons** from Lennen & Newell, Beverly Hills, Calif., has also joined new Lefton office.

Presenting the
ANN ELLIOTT SHOW
NEW! DIFFERENT! DELIGHTFUL!

WWL-TV presents the favorite of New Orleans . . . ANN ELLIOTT. 9:30-10:00 AM Mondays thru Fridays with the latest in recipes, styles and household hints. With Ann will be another New Orleans favorite HENRY DUPRE.

Represented nationally by Katz
WWL-TV
NEW ORLEANS

Has Jean Rindlaub had her soup today?

Happy is the day this creative lady and her very creative cohorts first asked this question for one of BBDO's nicest clients.

Happy the day, too, that BBDO picked WICE to ask this question in Providence. WICE, you see, is the live wire station. Our music and news and public service programs are the kind people listen to *hard*. Which is probably why WICE is first choice with food retailers in Providence. Also, it's number one with shrewd agencies like BBDO that have very important questions to ask of Providence wives and mothers.

WICE
PROVIDENCE
AN ELLIOT STATION
Representatives: Avery-Knodel

Raymond E. Wilson, supervisor of administration and communications, Shell Oil Co., succeeds **Joseph Andrews** as chairman of advertising administrative committee, Assn. of National Advertisers.

Richard A. Noll, formerly marketing executive, Compton Adv., N. Y., joins national sales department, Television Bureau of Advertising.

Allen Ducovny, radio and tv director, and **Newt Stammer,** account executive for RKO General and coordinator on General Tire & Rubber account, both D'Arcy Adv. Co., N.Y., elected vps.

James H. Graham, vp and account supervisor at MacManus, John & Adams joins Benton & Bowles Aug. 1, as vp and account supervisor. He will handle Texaco account. (Earlier this month Texaco shifted its consumer advertising account from Cunningham & Walsh to B&B, effective Oct. 1).

Robert Widholm, broadcast media supervisor, Doherty, Clifford, Steers & Shenfield, N. Y., additionally appointed assistant media supervisor.

Thomas Blanchard, formerly tv-radio copy supervisor, Campbell-Ewald, Detroit, joins Kenyon & Eckhardt, N. Y., as tv-radio writer.

THE MEDIA

Mr. Dix

William P. Dix Jr., named general manager of WDAU-TV and WGBI Scranton, Pa. He formerly managed WGR Buffalo and prior to that was assistant manager and director of sales for WGR-AM-FM-TV. He was assistant general manager in charge of sales for WOR-TV New York and prior to that sales manager for WOR-AM-FM-TV.

Martin Giaimo, manager of WPON Pontiac, appointed manager of Flint operations of WNEM-TV Saginaw-Bay City, both Mich. He previously had been manager of WJEF Grand Rapids, and WKZO-TV Kalamazoo as well as general sales manager for WILX-TV Onondaga, all Michigan.

John S. Markward, sales manager for WOOD-TV Grand Rapids, Mich., named station manager. **Del Blumenshine,** reporter and chief photographer, appointed managing editor of WOOD-AM-TV news departments.

Mr. DeVon

Monte DeVon appointed manager of KIMA Yakima, Wash. Mr. DeVon replaces **Bob Dolph** who resigned to enter his own business in another city, was previously associated with sales department of KIMA-TV and prior to that was sales manager for KODL The Dalles, Ore.

Sam Bennett appointed station manager of KXYZ Houston, Tex., **Milt Willis,** program director, and **Bill Rozan,** local sales manager. Appointments were made after transfer of ownership of station from Nafi Corp., to Public Radio Corp. owned by Lester and Max Kamin of Houston and Morris Kamin of Victoria, Tex. (BROADCASTING, June 5). Lester Kamin will serve as president and general manager.

Fred Freed, producer of *The Dave Garroway Today Show*, named producer of NBC News and Public Affairs programs.

Mr. Campbell

Mr. Moler

Wendell B. Campbell, managing director of KGBS Los Angeles, and **John C. Moler,** managing director of WIBG Philadelphia, both Storer Broadcasting Co. stations, elected vp's. Mr. Campbell will become vp and managing director of Standard Broadcasting Co., wholly owned subsidiary of Storer Broadcasting, and will continue to direct KGBS. Mr. Moler was named vp of Seaboard Broadcasting Co., also Storer subsidiary. He will continue to direct WIBG operations.

John J. Lorenz, general auditor, CBS-TV N.Y., elected assistant controller and budget section manager. **Eugene F. Connolly,** auditor, CBS-TV, succeeds Mr. Lorenz.

Jack Donahue, national sales manager for KTLA (TV) Los Angeles, promoted to general sales manager.

R. L. (Danny) Cochrane, assistant general sales manager for KXTV (TV) Sacramento, appointed general sales manager.

James E. Fuchs, sales manager NBC Films, N. Y., joins sales department of NBC-TV.

Robert R. Rogers, formerly of program sales department, Independent Television Corp., N. Y., named account executive, ABC Films, eastern division.

Mr. Graff

E. Jonny Graff, recently named general manager of WNTA-AM-FM Newark, elected president of stations. Mr. Graff who had been vp in charge of eastern sales was also member of board of National Telefilm Assoc., owner of station which is being sold to educators (see page 62). **Sid Sirulnick,** production and operations manager, appointed program director.

Herman Maxwell, formerly sales director for WNBC New York, appointed sales manager for WINS, that city. He succeeds **Leon P. Gorman** who was named assistant to president, Gotham Broadcasting Corp. Mr. Maxwell was local sales manager for WNBC from 1956-57, and prior to that was account executive for that station.

Frank A. Orth named director of sales for WICE Providence, R. I. Mr. Orth has during past year headed own import business in New York and served as consultant to retail industry in matters relating to marketing.

Thomas R. Bishop, general manager of KAJI Little Rock, Ark., appointed general sales manager of WSAI Cincinnati.

Bob Church, assistant merchandising manager for KTTV (TV) Los Angeles, promoted to merchandising manager.

More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

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Advertising group elects

New executives of First Advertising Agency Group were (from left to right) **Floyd W. McRae Jr.,** McRae & Bealer, Atlanta, Ga., co-governor eastern zone; **Charles E. Brown,** Gould, Brown & Bickett, Minneapolis, vp; **Phil Voss,** Woodard, Voss & Hevenor, Albany, president; **Barney McClure,** Evans, McClure & Assoc., San Francisco, immediate past president; **Gene Curtis,** Curtis, Sarver & Witzerman, Long Beach, secretary - treasurer; **Don Johnson,** Davis, Johnson, Andersen & Colombatto, Los Angeles, western governor. Not present was **Walter Craigle,** Grimm & Craigle, Chicago, central zone governor.

Jerry Bess, executive vp of Arkwright Adv., N. Y., appointed to newly created post of executive assistant to Hathaway Watson, vp in charge of broadcast operations for RKO General.

Lloyd Webb, sales manager for WAIT and WJJD Chicago, named station manager of WJOB Hammond, Ind.

James C. Gates and **Henry Stanley,** both of Sandeberg-Gates & Co., Los Angeles, join Weed Television Corp., that city. Mr. Gates will serve as L.A. office manager.

Mr. Lokey

Frank M. Lokey Jr., assistant manager for WYZE Atlanta, Ga., named general manager of WEAD (formerly WEAS) College Park, Ga. Mr. Lokey had also served as program director, salesman and air personality while at WYZE. Previously he was announcer and air personality with WLWA (TV) in Atlanta.

Bill Wells named commercial manager of WKIS Orlando, Fla.

Roger Garrett, general manager of WBOY-AM-TV Clarksburg, W. Va., elected mayor of that city July 1.

Arthur Wittum promoted from advertising and promotion manager, KNX-CPRN Los Angeles, to director of Information Services, CBS Radio, Hollywood; **Frank Oxarart Jr.,** from program promotion and merchandising manager to promotion and merchandising manager; **Sherril Hopps** from research assistant to research coordinator and **William Wolff** from writer-promotional material to audience promotion coordinator.

Ken De Vaney, attorney in broadcasting industry, appointed to newly created position of managing director of California Broadcasters Assn. He will maintain headquarters in Sacramento.

Mr. Drake

Dale Drake, most recently with Texas State Network, in Ft. Worth, named national - regional sales manager for KXOL Ft. Worth. Mr. Drake started radio career with WRR in Dallas, spent four years with Crook Adv., that city, then became manager of WRR in 1948 and later transferred to Texas State Network.

Kay Shake, member of tv continuity and traffic department of KPHO-TV Phoenix, Ariz., named chief of that department. **Chuck Glance,** broadcast supervisor, named production manager. **Clare Yares,** station studio manager, named to newly created position of senior broadcast supervisor, and **Blair Grant,** chief cameraman, named to succeed Mr. Yares. **Robert L. Hungerford,** staff announcer for KTVK-TV Phoenix, joins KPHO-AM in similar capacity. **Erwin Speakman Jr.,** cameraman and member of KPHO-TV studio staff, named to station's promotion department.

William Tilow, commercial manager, WDEE Hamden, Conn., joins WABC New York, as account executive.

Thomas L. Tiernan, commercial manager for WKEE Huntington, W. Va., named account executive for KYW Cleveland.

Don Sherman, local sales manager for WENE Endicott, N. Y., joins WTRY Troy, N. Y., as account executive, replacing **Earl Karcher** who joins WSET Glens Falls. **Robert Trevitt,** sales manager for WNBF-TV Binghamton, succeeds Mr. Sherman.

Douglas Brown and **J. Myles Riley** join WBRE-TV Wilkes-Barre, Scranton, Pa., as account executives. Mr. Brown had previously served with Headley-Reed and Mr. Riley as executive with national restaurant chain.

Charles Martin, merchandising manager of KTTV (TV) Los Angeles, promoted to account executive in station's sales department.

Arnold Smith, sales presentation and promotion department, CBS Radio, New York, appointed national sales coordinator for WFYI Mineola, N.Y. **Burton M. Wanetik,** formerly station manager, WREB Holyoke, Mass., joins sales department.

Ralph H. Daniels Jr., account executive with CBS-TV stations national sales, New York office, joins KNXT (TV)

"INSURED AGAINST EVERYTHING."

YES? Check on the chance that somebody "out there" will accuse you of

LIBEL
SLANDER
INVASION OF PRIVACY
PIRACY, VIOLATION OF COPYRIGHT.

For these and related hazards you need our EXCESS POLICY to hold your loss upon any claim to whatever figure you choose to carry yourself — INSURANCE to cover the excess.

WE ORIGINATED THIS SPECIAL COVER
AND IT IS USED NATION-WIDE and is SATISFACTORY AND INEXPENSIVE.

Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York 107 William St. Chicago 175 W. Jackson San Francisco 100 Bush St.

Los Angeles as assistant general sales manager replacing **Richard Beesemyer** who was named manager of ABC-TV Spot Sales in Los Angeles.

Oliver Allen named coordinating director and production manager of WAOK Atlanta and WRMA Montgomery. He formerly was program director of WRAP Norfolk, Va. (Call letters of WAOK were given incorrectly in July 3 BROADCASTING.)

Sid Bakal, formerly associate editor, Sunday Tv and Radio Magazine of *New York Herald Tribune,* appointed pr director for WOR-AM-FM-TV New York.

Frank Malone appointed news director of WEJL Scranton, Pa., replacing **Robert Flanagan** who resigned to join *Scranton Times.*

Bernard L. Ruttenberg, formerly director of publications, Ithaca College, joins news department, WNEW-TV New York.

Mr. Bernstein

Fred L. Bernstein appointed general sales manager of WLOS-TV Asheville, N. C., succeeding **Saul Rosenzweig,** who resigned to join KPLR-TV St. Louis, as vp and general manager (BROADCASTING, July 10). Mr. Bernstein served as national sales representative for KVOS-TV Bellingham, Wash., another Wometco station. Prior to that he was executive vp and general manager of WTTM Trenton, N. J., executive vp of Forjoe & Co., N. Y., executive vp of WSAI Cincinnati and owner of WMET Miami Beach.

Leigh Cardwell, newscaster for KRGV-TV Weslaco, Tex., promoted to news editor replacing **James Metcalf** who resigned to accept position in San Antonio.

Glenn Bell appointed program director for KIMN Denver replacing **Roger Barkley** who accepted similar position with KLAC Hollywood. Mr. Bell, who has been station's music director for past three years, had previously been program director for KUDY (now KMOR) Littleton, Colo.

Edward H. Najarian appointed chief engineer and technical research director of Radio Pulsebeat News, Jamaica, N.Y.

Jerry Grove, WIBG Philadelphia news director, elected president of UPI Broadcasters of Pennsylvania.

Audrey Caughey Tittle, radio-tv instructor at U. of Florida, appointed women's editor for WSB Atlanta, Ga.

Lee N. McEachern, program director for KFRC San Francisco, joins KRON-TV, that city, as writer-producer in public affairs department.

David H. Sandberg, radio-tv management consultant and owner of Sandberg-Gates & Co., Los Angeles, appointed San Francisco manager of Weed Television Corp.

Paul Kennedy Jr. resigns as Los Angeles manager of Weed & Co., station rep., to join sales staff of KCOP (TV), that city.

First person account

A narrow escape by Lyle DeMoss and his wife, passengers aboard the jet airliner that crashed last Tuesday (July 11) at the Denver Airport, didn't deter the executive of Allen & Reynolds Advertising, Omaha, from feeding a quick news special back to WOW-AM-TV. At 1:12 p.m., just 36 minutes after the tragedy, he originated a first person report for the Omaha stations. Before joining Allen & Reynolds, Mr. DeMoss was a longtime WOW-AM-TV executive.

Bob Lyte, promotion manager for WWL-TV New Orleans, named manager of promotion department for world's fair Century 21 Exposition in Seattle, Wash.

John Scott, formerly newscaster, KVOL Lafayette, La., named in charge of news department, WGHQ Saugerties, N. Y. **Ed Robbins,** former WGHQ chief announcer and network program manager, returns as air personality.

Alan Hanson joins KYW-TV Cleveland as producer-director. Mr. Hanson had been independent director in Burbank, Calif.

Charles Edwards named assistant news director for WIP Philadelphia.

Thom Sherwood, program director and air personality with WCMW Canton, Ohio, joins WIND Chicago, as air personality.

Ken Rabat, formerly with WJRT (TV) Flint, Mich., joins announcing and sports staff of WBAL-TV Baltimore.

Mr. Sampson

Jack S. Sampson, general manager of KOMA Oklahoma City, elected vp of Storz Broadcasting Co., owners of KOMA. He previously was sales manager and account executive of WHB Kansas City, Mo.

Big Wilson, KYW Cleveland air personality, joins WNEW New York in same capacity.

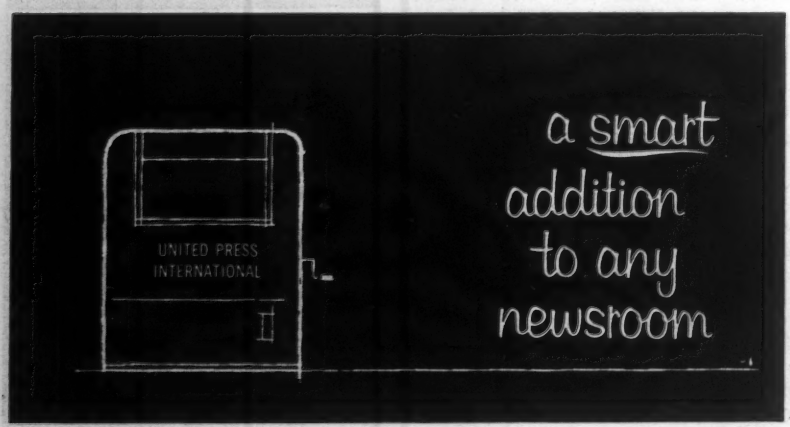
PROGRAMMING

Berne Tabakin, vp in charge of sales, National Telefilm Assoc., N. Y., elected executive vp. **Robert Goldston,** director of business administration, elected vp in charge of business affairs and secretary, and **Leon Peck,** assistant treasurer, named treasurer. Also **Vernon Burns,** acting general manager, named executive in charge of production of new series for NTA, and **Remi Crasto,** foreign field supervisor, appointed general foreign manager in all countries except Canada.

Larry Lowenstein, formerly pr director, National Telefilm Assoc., N.Y., appointed to newly-created post of vp and pr director, publicity and advertising, General Artists Corp., that city.

Robert A. Behrens, eastern sales manager for Official Films Inc., N. Y., appointed general manager of syndicated sales for company and will head worldwide distribution of Official's recently-acquired off-network series.

Nicholas Mamula, director of infor-



mational services, Campbell-Ewald Co., New York, appointed publicity manager for Paramount Pictures, New York. He succeeds **Harold Rand,** who resigned to open his own pr office.

George Sidney elected president of Directors Guild of America for two-year term. Mr. Sidney, who succeeds **Frank Capra,** previously was president of Guild from 1951 to 1959. Mr. Capra remains on national and regional board of directors. Other officers are: **Willis Goldbeck, Lamar Caselli, Robert Vreeland** and **E. Shield Dierkes,** vp's; **George Marshall,** secretary; **Frank Leicht,** assistant secretary; **Lesley Selander,** treasurer and **H. C. Potterm,** assistant treasurer.

Joseph (Red) Muscato, spot sales manager, Ziv-UA, N. Y., appointed sales account executive, Arrow Div., Independent Television Corp., that city.

James E. Witte, producer-salesman for Tele-Tape Productions, mobile video tape tv producer firm, Chicago, promoted to general sales manager.

Ernest Chambers resigned as copywriter, Gumbinner Agency, New York, to join *Bob Newhart Show*, NBC Hollywood, as staff writer.

EQUIPMENT & ENGINEERING

L. Curtis Foster elected vp of Zenith Radio Research Corp., Menlo Park, Calif., subsidiary of Zenith Radio Corp.

L. A. Miller, vp of marketing for Central Scientific Co., subsidiary of Canco Instruments Corp., Chicago, named executive vp of Central.

John H. Sidebottom, formerly administrator, marketing staff, RCA Defense Electronics Products, N.Y., succeeds **Fred M. Farwell** as division vp, Defense Marketing.

Gail E. Boggs, assistant director of research and development for Page Communications Engineers, Washington subsidiary of Northrop Corp., promoted to director.

Alan C. Wright, manager of telecommunications sales for International Standard Electric Corp., subsidiary of International Telephone & Telegraph, named assistant director of marketing plans.

Owen W. Robbins appointed to newly created position of controller for General Electronic Laboratories, Cambridge, Mass., manufacturers of fm broadcast equipment and various other electronic products.

W. T. Allott named regional microwave sales engineer and head of new office at Nashville, Tenn., for Collins Radio Co. in microwave communication system field.

Donald T. Maier, head of own Chicago production firm, named manager of tv-radio relations for 1961 Chicago International Trade Fair July 25-Aug. 10.

William M. Montgomery and **Lorin C. Weiss** appointed senior sales engineers, semiconductor division, Sylvania Electric Products, San Diego and Los Angeles, respectively. Mr. Montgomery formerly was with Motorola Inc. and Mr. Weiss with Hughes Aircraft Co.

INTERNATIONAL

Floyd S. Chalmers, president of Maclean-Hunter Publishing Co. Ltd., Toronto, and **Maurice Taylor,** president of Taylor Video Corp., that city, elected members of board of CTV Television Network.

T. D. Campbell named director of media and research at Toronto advertising agency of Stanfield, Johnson & Hill.

Jack Lingeman, radio and tv director for Canada with J. Walter Thompson since 1955, has opened Jack Lingeman Productions, Toronto to supply agency services including production in videotape and film commercial fields.

Peter Charles, account executive with Spitzer, Mills & Bate, Toronto, named media manager for Breithaupt, Milsom & Benson, that city.

Michael Maclear, former roving news correspondent for CBC-TV news, named CBC Far Eastern news correspondent with headquarters in Tokyo.

GOVERNMENT

Warren D. Quenstedt, Washington communications lawyer with firm of Smith, Hennessey & MacDonald, has been confirmed by U. S. Senate for post of deputy administrator, National Capital Transportation Agency.

DEATHS

Gene Huse, 75, president of WJAG Norfolk, Neb., president of Huse Publishing Co. and publisher of *The Norfolk Daily News,* died of pneumonia July 7 at his home.

William N. Connolly, 62, pr-vp of S. C. Johnson & Co. and former chairman of Assn. of National Advertisers died July 9 in Racine, Wis., following abdominal surgery.

William F. Bradley, 56, FCC engineer specializing in international radio communications, died July 8 in Blacksburg, Va., after heart attack.

Maurice McCord Crain, 55, vp of engineering operations for Tri-City Radio Corp., Muncie, Ind., died at Ball Memorial Hospital of heart attack June 30.

Francis Howard Myers, 50, director of purchasing for Wometco Enterprises, Miami, Fla., WTVJ (TV) died July 10 of heart attack.

William A. Ucker, 61, assistant to radio program manager of Voice of America, died in George Washington Hospital, Washington, D. C., July 11.

Don Ross, 53, tv producer who was creator-producer of *Glamour Girl* series among others, died July 6 of heart attack. At time of his death he was tv-radio director of Anderson-McConnell Adv. agency, Los Angeles.

Lloyd Stratton, 66, retired AP corporate secretary and assistant general manager in charge of foreign distribution, died July 12 at his home, Irvington-On-Hudson, N.Y., following stomach disorder. Mr. Stratton was in charge of AP world service where he directed expansion of AP services for newspapers and radio-tv stations after World War II. He also held posts of feature editor, news editor, and executive assistant.

Neil Cline, 46, Chicago sales manager of Henry I. Christal Co., died July 7 at Presbyterian-St. Luke's Hospital from cancer. He had been with Christal four years. Previously he was station manager of WHAS-AM-TV Louisville and before that commercial manager of KTBS Shreveport.

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Well, then I must confess that it's not exactly yours for the *taking*, but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—40 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

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BARBTON, INC.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 6 through July 12. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTION BY FCC

***San Bernardino, Calif.—San Bernardino Valley Joint Union Junior College Dist.**—Granted uhf ch. 24 (530-536 mc); ERP 5.62 kw vis., 3.02 kw aur.; ant. height above average terrain—294 ft., above ground 120 ft. Estimated construction cost $70,000, first year operating cost $11,600. Post Office address 701 S. Mt. Vernon Ave., San Bernardino, Calif. Studio and Trans. location 701 S. Mt. Vernon Ave. Geographic coordinates 34° 05′ 17″ N. Lat., 117° 18′ 31″ W. Long. Trans. RCA TTUIB, ant. TFU6A. Action July 6.

APPLICATION

Santa Fe, N. M.—Thunderbird Entertainment Enterprises Inc. vhf ch. 2 (54-60 mc); ERP 24.55 kw vis., 12.275 kw aur.; ant. height above average terrain 4,300 ft., above ground 199 ft. Estimated construction cost $465,475, first year operating cost $300,000; revenue $300,000. Post Office address 407 Don Gaspar Ave., Santa Fe. Studio location Santa Fe; trans. location 43 miles SSW of Santa Fe. Geographic coordinates 35° 13′ 03″ N. Lat., 106° 27′ 56″ W. Long. Trans. GE TT-32-A2, ant. GE TY-50-C. Legal counsel Mallyck & Bernton, Washington, D. C.; consulting engineer Walter J. Stiles, Albuquerque, N. M. Principals include **James A. Reeves, Faron Young, Harvey R. Odom** (each 24%), **John P. Gallagher** (8%), and others. Mr. Reeves owns music publishing and recording business and 50% of KGRI Henderson, Tex.; Mr. Young is hillbilly singer and owns music publishing business and 25% of photographic studio; Mr. Odom owns KHAT Phoenix and KENT Prescott, both Arizona; Mr. Gallagher owns 79% of WOOW Greenville and 24.5% of WEEW Washington, both North Carolina. Ann. July 6.

Existing tv stations

CALL LETTERS ASSIGNED

KOUL(TV) Alamosa, Colo. — Alamosa Telecasting Co.

*WETA-TV Washington, D. C.—Greater Washington Educational Television Assn. Inc.

KMED-TV Medford, Ore.—Radio Medford Inc.

KATU(TV) Portland, Ore.—Fisher Bcstg. Co.; changed from KOXO(TV).

WCCA-TV Columbia, S. C.—First Carolina Corp.

New am stations

ACTION BY FCC

Rapid City, S. D.—John L. Breece—Granted 1150 kc, 5 kw D. P. O. address 5738 N. 41st Pl. Phoenix, Ariz. Estimated construction cost $22,000, first year operating cost $36,000, revenue $48,000. Mr. Breece, owner KATI Casper, Wyo., and approximately 33% owner KOVE Lander, Wyo., will be sole owner.

APPLICATIONS

Monette, Ark.—Buffalo Island Bcstg. Co. 1560 kc; 250 w D. P.O. address Box 52 Paragould. Estimated construction cost $19,620; first year operating cost $17,000; revenue $20,000. **Buffalo Island Bcstg. Co.** is division of Pharmaceuticals of Arkansas Inc. Ann. July 7.

Rensselear, Ind.—Jasper County Bcstg. Corp. 1560 kc; 250 w D. P.O. address Box 282 Rensselear. Estimated construction cost $13,221; first year operating cost $28,000; revenue $48,000. Principals: **James Caperelli, James Allan Sullivan, James Caperelli, Jr., Anthony Di Carlo Jr.** (each 20%); **Robert Raymond Becker, Janice Lee Becker** (each 10%). Mr. Caperelli Sr. is 50% partner in trucking business; Mr. Sullivan is reporter and newscaster for WCGO Chicago Heights, Ill. and has been employe of CHVC Niagara Falls, Ont.; Mr. Caperelli Jr. is employe of radio-tv sales and service firm; Mr. Becker is announcer for WCGO; Mrs. Becker is housewife; Mr. Di Carlo owns 19.5% of WCGO and is employe of Illinois Bell Telephone Co. Ann. July 6.

Selma, N. C.—Charles Franklyn Barry Jr. 1510 kc; 500 w D. P.O. address box 84, Selma. Estimated construction cost $11,340; first year operating cost $22,000; revenue $34,000. **Charles Franklyn Barry Jr.**, sole owner, is pastor of Baptist parish, owns apartment-rental business, and has been 25% owner of WMPM Smithfield, N. C. Ann. July 7.

Donelson Bcstg. Inc.—Donelson, Tenn. 1390 kc; 1 kw D. P.O. address box 300, Lebanon. Estimated construction cost $25,442; first year operating cost $53,000; revenue $72,000. Principals: **Andrew Jackson Hendrickson Jr., Theo Frank Ezell Jr., Howard M. Sherrell** (each one-third). Mr. Hendrickson owns 20% of WCOR Lebanon; Mr. Ezell owns 60% of WCOR; Mr. Sherrell owns 20% of WCOR and 100% of general merchandising firm. Ann. July 6.

Austin, Tex.—Jacob A. Newborn Jr., trustee for Nancy and Nena Newborn. 1440 kc; 500 w D. P.O. address box 1191 Austin 66. Estimated construction cost $13,000; first year operating cost $36,000; revenue $48,000. **Jacob A. Newborn Jr.**, applicant on behalf of his two minor daughters, owns weekly newspaper and has held varying degrees of ownership in KASE Austin. Ann. July 7.

South Charleston, W. Va.—William D. Stone 1410 kc; 1 kw D. P.O. address box 8305 South Charleston. Estimated construction cost $22,850; first year operating cost $38,000; revenue $48,000. **William D. Stone**, sole owner, owns firm leasing and maintaining two-way radio communications systems, is Civil Defense unit supervisor and is director and minority stockholder of WWYO Pineville, W. Va. Ann. July 7.

Existing am stations

ACTIONS BY FCC

WLLH Lowell, Mass.—Granted increased daytime power of main and Lawrence, Mass., synchronous amplifiers on 1400 kc from 250 w to 500 w, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Comm. Lee and Ford dissented. Action July 6.

KBRO Bremerton, Wash.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; engineering conditions. Chmn. Minow not participating. Action July 6.

CALL LETTERS ASSIGNED

WARI Abbeville, Ala.—Abbeville Radio Inc.

WKOS Ocala, Fla.—Robert L. Gilliam; changed from WHYS.

WKRW Cartersville, Ga.—Bartow County Bcstg. Co.

WSNE Cumming, Ga.—Sawnee Bcstg. Co.

WSMA Smyrna, Ga.—Mitchell Melof.

WTGA Thomaston, Ga.—Radio Georgia.

KKIN Aitkin, Minn.—Lake Region Broadcast Service.

KCKG Sonora, Tex.—Ward Bcstg. Co.

KGMI Bellingham, Wash.—KVOS Inc.; changed from KVOS.

WSPZ Spencer, W. Va.—Community Radio Inc.

New fm stations

ACTION BY FCC

Sumter, S. C.—Radio Station WFIG Inc.—Granted 101.3 mc, 2.9 kw, Ant. height above average terrain 245 ft. P.O. address P.O. Box 30. Estimated construction cost $10,741, first year operating cost $1,200, revenue $4,500. Fm applicant will duplicate WFIG Sumter, S. C. Action July 6.

APPLICATIONS

Xenia, Ohio—Harry B. Miller 100.7 mc; 1.44 kw unl. Ant. height above average terrain 116.75 ft. P.O. address St. Johns, Ohio. Estimated construction cost $13,422; first year operating cost $17,260; revenue $20,600. **Harry B. Miller**, sole owner, has been employe of WGLM(FM) Richmond, Ind., WSMI-AM-FM Litchfield, and WRMS Beardstown, both Illinois. Ann. July 7.

Burlington, Vt.—Vermont Bcstg. Corp. 98.7 mc; 3.2 kw unl. Ant. height above average terrain 310 ft. P.O. address 633 Main St., Burlington. Estimated construction cost $20,000; first year operating cost $130,000; revenue $150,000. Principals include **Nancy Howe Lieb** (20.24%), **David W. Howe** (11.55%) and numerous others. Mrs. Lieb is homemaker; Mr. Howe is co-publisher of Burlington newspaper. Applicant corporation is licensee of WJOY Burlington. Ann. July 7.

Existing fm stations

CALL LETTERS ASSIGNED

KTSD(FM) San Diego, Calif.—International Good Music Inc.

WBGM(FM) Tallahassee, Fla.—J. Kenneth Ballinger.

WKAK(FM) Kankakee, Ill.—Baker-Malt-by-Baker Enterprises.

*WETN(FM) Wheaton, Ill.—Trustees of Wheaton College.

KAOL-FM Carrollton, Mo.—Homeland Enterprises Inc.

KTQM-FM Clovis, N. M. — Norman E. Petty.

WQMF(FM) Babylon, N. Y.—WGLI Inc.

WJIV(FM) Cherry Valley, N. Y.—Ivy Bcstg. Inc.; changed from WRRC(FM).

WOIV(FM) De Ruyter, N. J.—Ivy Bcstg. Inc.; changed from WRRD(FM).

WMIV(FM) South Bristol, Township, N. Y.—Ivy Bcstg. Inc.; changed from WRRE (FM).

WNOR-FM Norfolk, Va.—Norfolk Bcstg. Corp.

KGMI-FM Bellingham, Wash.—International Good Music Inc.; changed from KGMI(FM).

Ownership changes

ACTIONS BY FCC

KOFA Yuma, Ariz.—Granted assignment of license to Radio KOFA Inc. (Paul C. Schafer, president, is majority owner of

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

'Plugola' comments

A late June meeting of NAB and network representatives with FCC staff members bore fruit —the commission extended the deadline on comments for its "plugola" rulemaking to July 31 with replies due Aug. 15 (BROADCASTING, July 3). The rule would require announcements when financial interests held by broadcasters or employes in products or services are promoted over the air.

The FCC said it will be impracticable to consider the rule before the August recess, because of the complexity of the problems raised by the rule and "the press of other matters."

KDOT Reno, Nev.); consideration $105,000. Action July 6.

WJBS DeLand, Fla.—Granted (1) renewal of license and (2) transfer of control to Four Star Bcstg. Co. of Florida (Joseph C. Gill, president); transferee to guarantee payment of liabilities. Action July 6.

WTVI(TV) ch. 19 Fort Pierce, Fla.—Granted assignment of cps to Atlantic Bcstg. Co. (Isadore J. Fine, president, and all other stockholders have interest in KLIK Jefferson City, Mo., and all but one stockholder have interest in KFEQ-AM-TV St. Joseph, Mo.); consideration $175,795. Action July 6.

WPAX Thomasville, Ga.—Granted assignment of license to Radio Thomasville Inc. (Don C. Price, F. W. Hazleton and Hurley W. Rudd, who operate WTNT Tallahassee, Fla.); consideration $65,000. Action July 6.

WXVW Jeffersonville, Ind.—Granted assignment of cp from Thomas E. Jones and Keith L. Reising to Electrocast Inc. (Mr. Reising, president, retaining 44.45% and Electronic Laboratories Inc.) (WORX-AM-FM Madison, Ind., 55.55%); consideration $6,000. Action July 6.

KDLM Detroit Lakes, Minn.—Granted relinquishment of negative control by Herbert Gross, Jr., and Kendall M. Light through sale of 10% stock to Alver Leighton for $14,000. Action July 6.

WJPR Greenville, Miss.—Granted (1) renewal of license and (2) assignment of license from Emmet Holmes McMurray Jr. and Frank Wilson Baldwin to Bruce H. Gresham and J. C. Noble, d/b as WJPR Radio; consideration $165,000. Mr. Gresham has interest in WGCM Gulfport, Miss. Action July 6.

KBRX O'Neill, Neb.—Granted assignment of license to Ranchland Bcstg. Co. (Gilbert L. Poese, president); consideration $30,000. Action July 6.

KKID Pendleton, Ore.—Granted assignment of license and cp to Roderick Sound Inc. (Robert W. Roderick, president); consideration $65,000. Action July 6.

WNYG Warwick-East Greenwich, R. I.—Granted assignment of license to Attleboro Radio Assoc. Inc. (H. H. Sweet, president); consideration $90,000. Action July 6.

KBAN Bowie, Tex.—Granted (1) assignment of license to new corporation of same name and (2) transfer of control to Earle Fletcher; stock transaction and agreement that transferors (Willie R. and Marlene Harlow and Carroll C. Lee) not compete in Montague County for 10 years. Chmn. Minow not participating. Action July 6.

KDLK Del Rio, Tex.—Granted assignment of license from Don R. Howard to Queen City Bcstg. Co. (James D. Patterson, president); consideration $112,500. Action July 6.

WDYL Ashland, Va.—Granted assignment of cp to WDYL Radio Inc. (John Laurino, president); stock transaction. Assignee officers own WYAL, Scotland Neck, N. C. Action July 6.

WHAR Clarksburg, W. Va.—Granted (1) relinquishment of negative control by Mason C. and Maruma R. Deaver to Glacus G. Merrill and (2) acquisition of positive control by Charles A. Gaylord; stock transaction. Action July 6.

WERL Eagle River, Wis.—Granted application, as amended, for assignment of cp from Walter J. Teich and Kenneth S. Gordon to Eagle River Bcstg. Inc. (Thomas B. Beckwith, president); consideration $13,361 for expenses plus broker's fee of $1,000. Comr. Bartley dissented. Action July 6.

KBBZ Laramie, Wyo.—Granted assignment of cp from Grady F. and Edna Hill Maples, George G. Entz and William R. Vogel to Albany Bcstg. Inc. (Leslie P. Ware, president and 98% owner, is majority owner of KLPW Union, KYRO Potosi, both Missouri, and KZIX, Ft. Collins, Colo.); consideration $4,762. Action July 6.

APPLICATIONS

KANT(FM) Lancaster, Calif—Seeks assignment of cp from **Desert Bcstg. Inc. to Manuel Martinez**, for $21,118. Mr. Martinez owns retail furniture business. Ann. July 10.

KQBY-AM-FM San Francisco, Calif—Seeks assignment of licenses from **Gordon Bcstg. of San Francisco Inc.** to **Patricia Powell Atlass** for $720,000. Mrs. Atlass is housewife. Ann. July 7.

KCIN Victorville, Calif.—Seeks assignment of cp from **Jerry Carr** to **Victor Valley Bcstrs. Inc.**, corporation of which Mr. Carr will be 100% stockholder; consideration Mr. Carr's $3,900 investment to date, plus additional $6,100. Ann. July 10.

WMEG Eau Gallie, Fla.—Seeks transfer of all stock in Mel-Eau Bcstg. Corp., from **Victoria C. Martin, A. V. Catterton** and **Thomas Cary** to **Charles E. Varner and Wallis R. Kinney** (each 50%) for $150,000. Mr. Varner owns farm and 65% of department store; Mr. Kinney is self-employed investor. Ann. July 10.

WMES Ashburn, Ga.—Seeks transfer of 33.33% of total stock in **Radio Ashburn** from **William M. Forshee** and **Emory L. Pope** (each 50% owners) to **Donald H. Wingate**, forming WMES Inc., for $4,000. Mr. Wingate is general manager of WMES. Ann. July 7.

KXEN St. Louis-Festus, Mo.—Seeks transfer of 25% of stock in **Garrett Bcstg. Inc.** from **Cora Lee Garrett**, present owner of 70% to **Harold S. Schwartz**, present 25%-owner, for $1,250. Ann. July 7.

WGLI-FM Lake Success, N. Y.—Seeks assignment of license from **WGLI Inc.** to **WTFM Inc.**; no financial consideration involved. Both corporations are owned wholly by **Friendly Frost Inc.** Ann. July 7.

WOXR(FM) Oxford, Ohio—Seeks assignment of license from **William D. Shearer** and **Harold F. Parshall**, equal partners, to **Mid-American Bcstg. Co.**, for $8,026 worth of Mid-American stock. Other principals include **Harold E. Toney** (24%), and others. Mr. Toney owns farm and has been announcer for WKBV Richmond, Ind. Ann. July 10.

WALO Humacao, P. R.—Seeks assignment of license from **Antonio L. Ochoa** to **Ochoa Bcstg. Corp.**, of which Mr. Ochoa is sole stockholder; no financial consideration involved. Ann. July 7.

KJET Beaumont, Tex.—Seeks transfer of all stock held by **Paul E. Barbatoe** in **Golden Triangle Bcstg. Co.** (one-third of total) from Mr. Barbatoe to **Leon S. Walton**, present owner of another third, for $20,000. Ann. July 10.

KELP El Paso, Tex.—Seeks assignment of license from **KELP Radio Corp.** to **Northern Pacific Radio Corp.**, effecting merger between two corporations, whose principals are identical. **Northern Pacific Radio Corp.** is licensee of KXLY-AM-FM Spokane, Wash. Ann. July 10.

Hearing cases

FINAL DECISIONS

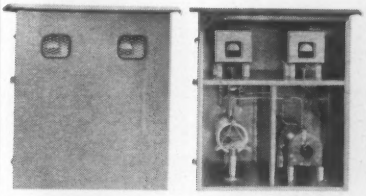
■ By memorandum opinion and order, commission (1) vacated June 1 order staying effective date of April 21 initial decision which looked toward granting petitions by Eastern States Bcstg. Corp., and New England Tv Inc., to dismiss without prejudice their applications for new tv stations to operate on ch. 6 in New Bedford, Mass., and granting remaining application of E. Anthony & Sons Inc.; (2) adopted initial decision and made it effective immediately; and (3) disposed of related pleadings. Action July 6.

■ Commission gives notice that May 16 initial decision which looked toward granting application of Northwest Bcstg. Co., to increase daytime power of KVFD Fort Dodge, Iowa, from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; conditions including construction not to commence until decision has been reached in proceeding on application for increased daytime power of KMLH Marshall, Minn., became effective July 5 pursuant to Sec. 1.153 of rules. Action July 7.

■ Commission gives notice that May 16

Continental's

ANTENNA COUPLING EQUIPMENT



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In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING July 13

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,545	62	111	833
FM	828	60	194	128
TV	486[1]	57	88	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING July 13

	VHF	UHF	TV
Commercial	465	77	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC April 30

	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

initial decision which looked toward (1) granting applications of Franklin Bcstg. Inc., to increase power of KMAR Winnsboro, La., from 500 w to 1 kw, and Leesville Bcstg. Co. to increase power of KLLA Leesville, La., from 250 w to 1 kw, both continuing operation on 1570 kc, daytime only, and (2) denying for failure to prosecute application of Yam Bcstg. Inc., for new station to operate on 1570 kc, 250 w, D, in Opelousas, La., became effective July 5 pursuant to Sec. 1.153 of rules. Action July 7.

■ By order, commission (1) dismissed, at request of respondent The Sun Publishing Co. (WTJS) Jackson, Tenn., its exceptions and brief, and (2) made effective Feb. 24 initial decision and granted application of Radio Millington Inc. for new am station to operate on 1380 kc, 500 w, D, in Millington, Tenn. Action July 6.

■ By decision, commission granted application of WJIV Inc. to increase power of WJIV Savannah, Ga., from 1 kw to 5 kw, continued operation on 900 kc, D. Chmn. Minow not participating; Comr. Bartley dissented. July 5, initial decision looked toward denying application. Action July 6.

■ By decision, commission adopted Feb. 7 initial decision, with modifications, and granted applications of Finley Bcstg. Co., to increase power of station KSRO Santa Rosa, Calif., on 1350 kc from 1 kw, DA-1, unl. to 5 kw, DA-N, unl.; Western States Radio (KIST) Santa Barbara, KATY Sweetheart of San Luis Obispo Inc. (KATY) San Luis Obispo, KOMY Inc. (KOMY) Watsonville, and McMahan Bcstg. Co. (KMAK) Fresno, to increase daytime power on 1304 kc from 250 w to 1 kw, continued nighttime operation with 250 w, each of latter four subject to interference condition. Comr. Craven not participating. Action July 6.

■ By memorandum opinion and order, commission denied April 17 motion by Marietta Bcstg. Inc., to vacate hearing order or change issues in proceeding on modification of its license to specify operation of KERO-TV Bakersfield, Calif., on ch. 23 instead of ch. 10. Comrs. Hyde, Craven and Cross, dissented, latter two with statements. Action July 6.

■ By order commission made effective May 3 initial decision and granted applications to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N of Booth Bcstg Co. (WIBM) Jackson, Mich., Stevens-Wismer Bcstg. Co. (WHLS) Port Huron, Mich., Midwestern Bcstg. Co. (WATZ) Alpena, Mich., WPAR Inc. (WPAR) Parkersburg, W. Va., Dover Bcstg. Inc. (WJER) Dover, Ohio, and Cleveland Bcstg. Inc. (WLEC) Sandusky, Ohio, latter with engineering condition added by commission, each with engineering condition, and Chief Pontiac Bcstg. Co. (WPON) Pontiac, Mich., to increase daytime power from 500 w to 1 kw, continued operation on 1460 kc, 1 kw-N, DA-N. Action July 6.

■ By decision, commission granted application of Suburban Bcstg. Co., to increase power of station WVIP Mount Kisco, N. Y., from 1 kw to 5 kw, continued operation on 1310 kc, DA, D, but denied its request for official notice of 1960 census information. Chmn. Minow concurred in result. May 13, 1960 initial decision looked toward denying application. Action July 6.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward granting following applications to increase daytime power from 250 w to 1 kw, continued nighttime operation with 250 w: 1240 kc—Iowa Great Lakes Bcstg. Co. (KICD) Spencer, Iowa; WSBC Bcstg. (WSBC) Chicago, Ill.; Cornbelt Bcstg. Corp. (KFOR) Lincoln, Neb.; WTAX Inc. (WTAX) Springfield, Ill.; WJMC Inc. (WJMC) Rice Lake, Wis.; Granite City Bcstg. Co. (WJON) St. Cloud, Minn.; North Platte Bcstg. Inc. (formerly KODY Inc.) (KODY) North Platte, Neb.; Wapello County Bcstg. Co. (KBIZ) Ottumwa, Iowa; 1230 kc—Bloomington Bcstg. Corp. (WJBC) Bloomington, Ill.; Southern Wisconsin Radio Inc. (WCLO) Janesville, Wis.; Marshall Electric Co. (KFJB) Marshalltown, Iowa; and Radio Moline Inc., (formerly WQUA Inc.) (WQUA) Moline Ill. March 7 initial decision looked toward this action. Action July 7.

Announcement of this preliminary step does not constitute commission action in such case, but is merely anouncement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision.

INITIAL DECISIONS

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting application of Tidewater Bcstg. Inc., for new am station to operate on 940 kc, 10 kw, D, in Smithfield, Va., and denying application of Edwin R. Fischer for same facilities in Newport News, Va. Action July 11.

■ Hearing examiner Thomas H. Donahue issued supplemental initial decision looking toward (1) granting Feb. 27 petition by Audiocasting of Texas Inc., for leave to amend its application for new am station to operate on 1580 kc, 500 w-N, 1 kw-LS, DA-2, in Waco, Tex., to bring current ownership status and financing plans up to date and to reflect last agreement between it and Horace K. Jackson Sr., to show that sole consideration for dismissal of Mr. Jackson's application for new station on 1580 kc, 250 w, D, in Gatesville, Tex., was subscription right to 25 percent of Audio stock; (2) accepting and approving agreement; (3) granting Audio application; and (4) directing Mr. Jackson to file petition to dismiss his application, which will be granted pro forma as inseparable corollary to actions taken. Action July 6.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petitions by Huntington-Montauk Bcstg. Inc., for reargument, rehearing and oral argument on petition for rehearing of July 20, 1960 decision which granted application of The Riverside Church in the City of New York for new class B fm station to operate on 106.7 mc in New York, N. Y., and which denied application by Huntington-Montauk for like facility in Huntington, Long Island, N. Y. Chmn. Minow and Comrs. Hyde and Bartley not participating. Action July 6.

■ By memorandum opinion and order, commission denied April 17 motion by Marietta Bcstg. Inc., to vacate hearing order or change issues in proceeding on modification of its license to specify operation of KERO-TV Bakersfield, Calif., on ch. 23 instead of ch. 10. Comrs. Hyde, Craven and Cross dissented, latter two with statements. Action July 6.

■ By memorandum opinion and order, commission granted in substance petition by Strafford Bcstg. Co. and amended hearing issues in proceeding on its application to change operation of WWNH Rochester, N. H., from daytime only to unlimited time with DA-N, on 950 kc, 5 kw. Comrs. Bartley and Ford concurred in part and dissented in part; Comr. Lee abstained from voting. Action July 6.

■ By memorandum opinion and order, commission granted motion by Seaport Bcstg. Corp., Lancaster, N. Y., and enlarged issues to determine financial qualifications of applicant De-Lan Inc., DePew, N. Y., in consolidated proceedings on am applications. Action July 6.

■ By memorandum opinion and order, commission (1) denied petition by WJMJ Bcstg. Corp., for reconsideration of March 29 memorandum opinion which accepted amendment to application of The Young People's Church of the Air Inc., to show steps taken to replace Dr. Crawford, and (2) ordered that any stipulation covering matters discussed in March 29 ruling, signed by counsel for both applicants for new fm stations in Philadelphia, Pa., and for Broadcast Bureau must be filed within 30 days and, in event no such stipulation is timely filed, commission will remand proceeding to hearing examiner. Chrm. Minow and Comr. Lee not participating; Comr. Craven dissented. Action July 6.

■ By memorandum opinion and order, commission granted petition by WMRO Inc., for partial reconsideration of Feb. 15 memorandum opinion and order which denied petition by American Bcstg-Paramount Theatres Inc. (WENR-FM) Chicago, Ill., directed against Nov. 4, 1960 grant to change facilities of station WMRO-FM Aurora, Ill., from 107.9 mc to 95.1 mc; and modified Feb. 15 ruling to include, as alternative basis for denial of the WENR-FM petition, fact that loss to WENR-FM resulting from interference "represents 0.103% of population presently served by WENR-FM, reducing its coverage within its 1 mv/m contour from 5,215,938 to 5,210,622 persons. We agree with WMRO that loss in this case is *de minimis*, has not been shown to be sufficient to constitute cognizable aggrievement and, therefore, does not result in modifications of ABC's license within meaning of Sec. 316 of Act or *KOA* decision." Comrs. Hyde and Lee dissented. Action July 6.

■ By memorandum opinion and order, commission denied petition by KTAG

A half century ago

A resolution commemorating 50 years of government regulation of radio communication was issued June 30 by the FCC. The commission noted that on July 1, 1911, William D. Terrell began enforcing the pioneer Wireless ship Act that required the installation of radio equipment on passenger ships as a safety measure.

The FCC Field Engineering & Monitoring Bureau, successor to Mr. Terrill's three-man beginning, was the first U. S. entity to track the Soviet Sputnik I in 1957 and located the pirated Portuguese ship, *S. S. Santa Maria,* earlier this year.

Assocs. (KTAG-TV ch. 25) Lake Charles, La., for acceptance of affidavits nunc pro tunc, and dismissed its protest to Feb. 3, 1960 grant of cp to Texas Goldcoast Tv Inc., to move trans. of KPAC-TV (ch. 4) Port Arthur Tex., from 16 miles north of that city to 27 miles northeast thereof and 32 miles northwest of Lake Charles, increase ant. height from 700 ft. to 990 ft., and make other equipment changes. This is Court of Appeals remand case. Chmn. Minow and Comrs. Lee and Ford dissented. Action July 6.

■ Commission designated for consolidated hearing applications of San Juan Non-Profit Tv Assn. for new uhf tv translator stations on chs. 73, 77 and 83 to serve Farmington-Bloomfield Highway and Huerfano-Bloomfield Highway areas from trans. locations on Huerfano Peak, N. M., by translating programs of Albuquerque stations KGGM-TV ch. 13, KOB-TV ch. 4 and KOAT-TV ch. 7; made TelePrompTer Transmission of New Mexico Inc., licensee of fixed point-to-point microwave station KKY-43 which serves its catv system in Farmington, which petitioned for denial, party to proceeding which will be held in Farmington. Action July 6.

■ By order, commission stayed its action in memorandum opinion and order released Jan. 9 which granted application of Radio Americana Inc., for new am station to operate on 940 kc, 1 kw, D, DA, in Baltimore, Md., pending commission action on request for reconsideration of Jan. 9 memorandum opinion. Action July 6.

■ By order, commission stayed effective date of May 23 supplemental initial decision which looked toward granting application of James J. Williams for new am station to operate on 1450 kc, 25 ow, unl., in Williamsburg, Va., pending further review by commission. Action July 6.

■ Commission scheduled following proceedings for oral argument on Sept. 14 and Sept. 15: fm application of Peoples Bcstg. Corp., Trenton, N. J.; am applications of Brandywine Bcstg. Corp., Media, Pa., Boyertown Bcstg. Co., Boyertown, Pa., and Dinkson Corp., Hammonton, N. J.; am applications of Pier San Inc., Larned, Francis C. Morgan Jr., Larned, and Wilmer E. Huffman, Pratt, Kansas; and Sunbury Bcstg. Corp. (WKOK) Sunbury, all Pa. Action July 6.

Routine roundup

■ Commission on June 29 extended from June 19 to July 31 and from July 10 to Aug. 15 for filing comments and replies in proposed rule-making concerning broadcast announcement of financial interests of broadcast stations and networks and their principals and employees in service and commodities receiving broadcast promotions (plugola). It now appears that, owing to complexity of problems raised by proposed rule and press of other matters, it will not be practicable for commission to consider and act upon comments filed herein before August recess. In these circumstances, and in desire to afford interested persons fullest opportunity to consider and comment upon problems raised by proposed rule, it is believed desirable to extend time for filing comments herein. Ann. July 6.

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

■ Granted petition by Broadcast Bureau and extended to July 10 time to respond to petition by Skyline Bcstrs. Inc., to reopen record and for leave to amend its application for am facilities in Klamath Falls, Ore. Action July 5.

■ Granted petition by Broadcast Bureau and extended to July 13 time to file exceptions to initial decision in proceeding on applications of Greater Princeton Bcstg. Co., for new am station in Princeton, N. J. Action July 5.

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended to July 7 time to respond to petitions for review of rulings of hearing examiner in Wilmington, Del., tv ch. 12 proceeding. Action June 30.

■ Granted requests by KTAG Assoc. (KTAG-TV) for an extension of time to file exceptions and by Acadian Tv Corp. for extension of time to file replies to exceptions to extent of extending to Aug. 1 and Sept. 11 time to file exceptions and replies in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action June 30.

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to July 3 time to respond to petition by Carnegie Bcstg. Corp., Pittsburgh, Pa., to enlarge, change and clarify issues in proceeding on its am application which is in consolidated am proceeding. Action July 3.

By Chief Hearing Examiner James D. Cunningham

■ Affirmed ruling released June 19 granting petition by Niagara Bcstg. System (WNIA), Cheektowaga, N. Y., for leave to intervene and authorized petitioner to participate as a party in proceeding on am application of Crawford County Bcstg. Co. (WTIV) Titusville, Pa. Action July 10.

■ Scheduled hearing for September 25 in proceeding on application of John R. Powley for new fm station in Houston, Tex. Action July 7.

■ Scheduled prehearing conferences and formal hearings in following proceedings on dates shown: Sept. 7 and 21 on am applications of Elbert H. Dean & B. L. Golden, Lemoore, and Glomor Music Bcstrs. Inc. (KHOT) Madera, Calif.; Sept. 7 and 18 on application of Regional Radio Service for new am station in Rantoul, Ill. Action July 7.

■ Granted petition by Saul M. Miller for dismissal of his application for new am station in Reading, Pa., but dismissed application with prejudice; application was consolidated for hearing with am applications of Arthur W. Arundel, Charles Town, W. Va., et al. Action July 7.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petition by Carl H. Meyer (WCMY) Ottawa, Ill., for leave to intervene in proceeding on am applications of Rockford Bcstrs. Inc. (WROK) Rockford, Ill. Action July 3.

■ Granted petition by Wagner Bcstg. Co. for dismissal of its application for am facilities in Woodland, Calif., but dismissed application with prejudice; retained in hearing status remaining applications in consolidation. Action June 30.

By Hearing Examiner Herbert Sharfman

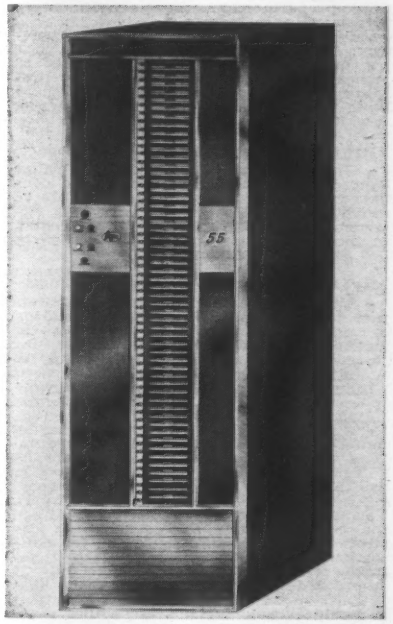
■ Rescheduled further prehearing conference from July 11 to July 14 in proceeding on application of KORD Inc., for renewal of license of KORD Pasco, Wash. Action July 10.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Herbert Muschel and extended from July 10 to July 17 time to file proposed findings in proceeding on his application for new fm station in New York, N. Y. Action July 5.

■ Granted joint petition by transferors and transferee to amend application for transfer of control of KGMS Inc. (KGMS) Sacramento, Calif., to show supplemental agreement between parties extending life of agreement until Jan. 1, 1962. Action July 5.

NEW ATC 55



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■ Granted motion by Aubrey H. Ison, James A. McCulla and Paul C. Masterson for leave to amend their application for new am station in Lompoc, Calif., to reflect change in partnership by eliminating Mr. McCulla, with two remaining partners continuing partnership by supplementary agreement and, further, to show financial commitments made by two remaining partners. Action July 6.

■ On own motion, rescheduled July 28 prehearing conference for July 20 in proceeding on fm applications of Lakeshore Bcstg. Corp., Racine, Wis., et al. Action July 10.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Edward Walter Piszczek & Jerome K. Westerfield and continued July 18 further hearing to July 26 and date for exchange of engineering exhibits from July 7 to July 12 in proceeding on their application for new fm station in Des Plaines, Ill. Action June 30.

By Hearing Examiner Asher H. Ende

■ Scheduled further prehearing conference for July 10 and rescheduled hearing to commence on July 13, provided however that examiner will entertain motion for postponement of start of hearing to July 20 or July 21 in proceeding on application of Wireline Radio Inc., for renewal of license of am station WITT Lewisburg, Pa. Action July 7.

■ Following July 7 further prehearing conference, scheduled certain procedural dates in proceeding on application of The Y T Corporation for new fm station in Palo Alto, Calif.; further rescheduled hearing from July 27 to Sept. 5. Action July 10.

■ Granted motion by Lorenzo W. Milam and continued date for exchange of exhibits from July 6 to July 24 and for notification of witnesses, if any, desired for cross-examination from July 13 to July 31 in proceeding on his application and that of Eastside Bcstg. Co. for new fm stations in Seattle, Wash.; further rescheduled hearing from July 26 to Sept. 18. Action July 10.

■ Scheduled further prehearing conference for July 14 and further rescheduled hearing from July 13 to July 24 in proceeding on application of Wireline Radio Inc. for renewal of license of WITT Lewisburg, Pa. Action July 10.

■ Granted petition by Jessamine Bcstg. Co. and continued July 12 hearing to July 25 in proceeding on its application and that of Nicholasville Bcstg. Co. for new am stations in Nicholasville, Ky. Action July 6.

■ On own motion, scheduled further prehearing conference for 9:30 a.m. July 7 in proceeding on application of The Y T Corp. for new fm station in Palo Alto, Calif. Action July 3.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by Palmetto Bcstg. Co. (WDKD) Kingstree, S. C., and extended from July 7 to July 27 time to file proposed findings in proceeding on its applications for renewal of license and for license to cover cp. Action July 5.

■ Denied petition by B. E. Bryant to enlarge issues in proceeding on his application for new am station in Asheville, N. C., et al. Action July 7.

By Hearing Examiner Millard F. French

■ On own motion, cancelled July 6 further hearing in proceeding on am application of Cumberland Publishing Co. (WLSI) Pikesville, Ky. Action July 5.

■ To formalize agreements and rulings at July 6 prehearing conference, scheduled formal hearing for Sept. 11, and certain procedural dates in proceeding on am application of Louise E. and Gerald K. Mann (KTKR) Taft, Calif. Action July 6.

■ As result of agreement reached on record at July 7 prehearing conference, continued Sept. 5 hearing to Sept. 7 in proceeding on applications of Time Bcstrs. Inc. and Galen O. Gilbert for new am stations in Springfield and Aurora, Mo. Action July 7.

■ Granted petition by Lynne-Yvette Bcstg. Co. for leave to amend its application for new am station in Albany, Ga., to reflect their intention toward building, operating and owning their proposed station at Albany; application is consolidated for hearing with application of John T. Williams for new am station in Americus, Ga. Action July 7.

■ On own motion and with consent of parties, advanced July 26 hearing to July 10 in proceeding on application of Hazlehurst Radio for new am station in Hazlehurst, Ga. Action June 30.

By Hearing Examiner Annie Neal Huntting

■ Granted motion by Charles H. Quick and A. B. Quick, d/b as Colonel Rebel Radio and accepted late appearance in proceeding on applications of Marshall C. and Sarah C. Parker for new am station in Tupelo, Miss., et al. Action July 10.

■ Upon agreement of parties at July 10 prehearing conference, continued Sept. 7 hearing to Oct. 12 in proceeding on applications of Ybor City Bcstg. Co. and Johnson Bcstg. Corp., for new am stations in Ybor City, and Indian Rocks Beach, Fla. Action July 10.

■ Scheduled prehearing conference for July 18 in proceeding on am applications of Kent-Ravenna Bcstg. Co., Kent, Ohio, et al. Action July 3.

■ Upon agreement of parties, continued July 27 hearing to Oct. 9 in proceeding on am application of Torrington Bcstg. Inc. (WTOR) Torrington, Conn. Action June 30.

■ After prehearing conference continued July 25 hearing to Sept. 18 in proceeding on applications of Marshall C. and Sarah C. Parker, et al for new am stations in Tupelo and Pontotoc, Miss. Action June 30.

By Hearing Examiner Isadore A. Honig

■ Denied petition by Western Bcstg. Co. to reopen record in proceeding on its am application and those of W. J. Harpole and R. L. McAlister in Odessa and Canyon, Tex.; on own motion, severed Mr. Harpole's application from proceeding with view to issuance of separate initial decision; on own motion, afforded Western and Mr. McAlister 20 days from release of memorandum opinion and order to file joint request for approval of agreement for dismissal of Western's application, examiner to withhold further consideration on Mr. McAlister's application during this time; and on own motion, if no joint request for purpose stated is filed within 20-day period, order will be issued by hearing examiner reopening record to receive further evidence bearing on circumstances of default in prosecution of Western's application, with view to determining whether grant of Mr. McAlister's application would serve public interest, convenience and necessity Action June 30.

■ On own motion, scheduled oral argument for July 7 on motion by News-Sun Bcstg. Co., Waukegan, Ill., to quash notice to take deposition by Radio America, Chicago, Ill. Since notice has specified July 10 for proposed taking of deposition of Mr. John D. Luce at Highland Park, Ill., early consideration and action on motion to quash is required. Action July 5.

■ Granted motion by applicants and continued dates for exchange of exhibits from June 28 to Aug. 25, for notification as to witnesses from July 5 to Sept. 5, and hearing from July 11 to Sept. 14 in proceeding on am applications of Kenneth G. and Misha S. Prather, Boulder, and KDEN Bcstg. Co. (KDEN) Denver, both Colorado. Action July 5.

By Hearing Examiner Walther W. Guenther

■ Granted request by The Audio House Inc. (KRPM) San Jose, Calif., and continued July 12 prehearing conference and July 27 hearing to Sept. 18 and Sept. 29 in proceeding on its fm application.

By Hearing Examiner Elizabeth C. Smith

■ Scheduled prehearing conference for July 18 in proceeding on application of Melody Music Inc., for renewal of license of WGMA Hollywood, Fla. Action July 7.

By Hearing Examiner David I. Kraushaar

■ Denied motion by Broadcast Bureau to quash Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif., notice to take testimony of Robert Hemmett, its engineering consultant, by deposition on July 19, and set forth procedural limitations to be followed by KERO-TV with respect to presentation of Mr. Hemmett's testimony. Action July 6.

■ On own motion, rescheduled July 31 prehearing conference for July 28 in proceeding on fm applications of Lake Zurich Bcstg. Co. and Kenosha Bcstg. Inc., Kenosha, Wis. Action July 5.

By Hearing Examiner Charles J. Frederick

■ Upon request by Broadcast Bureau and with consent of licensee, scheduled further prehearing conference for 3 p.m.; July 7, in matter of revocation of license of Mandan Radio Assn. for am station KBOM Bismarck-Mandan, N. D.

By Hearing Examiner Forest L. McClenning

■ Scheduled further prehearing conference for July 12 in matter of revocation of license of KWK Radio Inc. for am station KWK St. Louis, Mo. Action July 7.

■ Closed record in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of stations KCKY Coolidge, Ariz, et al; granted petition by Broadcast Bureau and extended from July 3 to July 14 time to file proposed findings. Action June 30.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of July 5

KPOJ-FM Portland, Ore.—Granted cp to install new transmission line and decrease ERP to 4.1 kw; conditions.

WRLX Hopkinsville, Ky.—Granted cp to decrease ERP to 8.8 kw, by modifying trans.

WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., WKYT(TV) Lexington, Ky.—Granted relinquishment of positive control by David S. Ingalls and Robert Taft Jr. and others, through sale of stock to general public.

Farmers T. V. Assn.—Granted cp for new vhf tv translator station on ch. 12 Worland, Wyo., to translate programs of KTWO-TV ch. 2 Casper, Wyo.; condition.

Actions of July 6

WVIP Mount Kisco, N. Y.—Granted acquisition of positive control of VIP Radio Inc., parent corporation of licensee corp. by Whitney Communications Corp. through purchase of additional stock from VIP Radio Inc.

Columbia Bcstg. System Inc. New York, N. Y.—Granted cp to add 4 Victoreen transmitters for use with WCBS-AM-FM New York City; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.

KKID Pendleton, Ore.—Granted mod. of cp to change type trans.; condition.

Following stations were granted extensions of completion dates as shown: KCMC Texarkana, Tex., to Aug. 30; KKID Pendleton, Ore., to Aug. 10; WAVO Decatur, Ga., to Aug. 5; KUTA Blanding, Utah, to Sept. 13; KKIT Taos, N. M., to Dec. 20 and KHAK Cedar Rapids, Iowa, to Sept. 1.

WOCB-FM West Yarmouth, Mass.—Granted cp to install new ant.

WAQE-FM Baltimore, Md.—Granted cp

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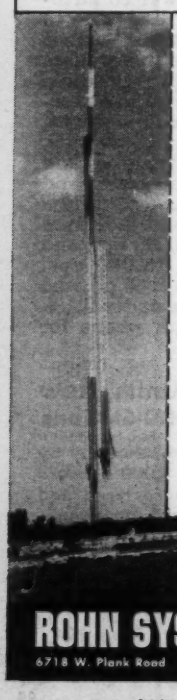

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to install new trans. and ant.; condition.

WPBS Philadelphia, Pa.—Granted cp to install new trans. as alternate main trans.

KBAY-FM San Francisco, Calif.—Granted cp to install new type trans.

Capital Cities Bcstg. Corp. Providence, R. I.—Granted cp for 1 low power trans.

■ Following stations were granted extensions of completion dates as shown: KBYN Twin Falls, Idaho, to Jan. 1, 1962; KPOB-TV Poplar Bluff, Mo., to Dec. 2; WDYL Ashland, Va., to Sept. 1; KSNA Santa Rosa, Calif., to Aug. 20 and WQSR Solvay, N. Y., to Oct. 17.

Actions of June 30

■ Granted cps for following new vhf tv translator stations: Upper Methow Valley Tv Assn. on ch. 8 Winthrop-Twsp., Wash., to translate programs of KREM-TV ch. 2, Spokane; Piute County on chs. 10, 12, 10, 8 Angle, Circleville, Utah, to translate programs of Salt Lake City stations KCPX-TV ch. 4, KSL-TV ch. 5 and KUTV ch. 2 conditions; Greer Community Tv on ch. 6 Greer, Ariz., to translate programs of KGUN-TV ch. 9 Tucson, Ariz. conditions; Egeria Park Tv Assn. on ch. 12 Yampa, Colo., to translate programs of KOA-TV ch. 4, Denver, Colo. conditions; R.V.T.V. Repeater Assn. on ch. 10 Round Valley, Ariz., to translate programs of KOB-TV ch. 4, Albuquerque, N. M.

Actions of June 29

■ Granted cps for following new vhf tv translator stations: B & J Tv Services Inc. on chs. 9 and 11 Baker and Furnace Creek. Death Valley National Monument, Calif., to translate programs of Los Angeles stations KRCA ch. 4 and KNXT-TV ch. 2 conditions; Green Mountain Tv Assn. Inc. on ch. 11 Blue River Valley, Williams Fork Valley, Troublesome Creek, Kremmling, Colo., to translate programs of KOA-TV ch. 4 Denver, Colo., condition; Creede Tv Assn. on chs. 6 and 9 Creede and Masonic Park rural area, Colo., to translate programs of KCSJ-TV ch. 5 Pueblo, via ch. 9 Masonic Park, Colo., and KCSJ-TV ch. 5 Pueblo, Colo., conditions; Franklin and Carleton Currier on ch. 7 Currier Ranch, Collbran, Colo., to translate programs of KREX-TV ch. 5 Grand Junction, Colo., condition; Basin Tv Assn. on ch. 9 Basin, Mont., to translate programs of KXLF-TV ch. 4 Butte, Mont., condition; Glendo Tv Translator, Town of Glendo on ch. 8 Glendo, Wyo., to translate programs of KFBC-TV ch. 5 Cheyenne, Wyo., condition; Harlem Tv Club on ch. 7 Harlem, Mont., to translate programs of KFBB-TV ch. 5 Great Falls, Mont., condition; Big Flat Tv Assn. on ch. 11 Hogeland-Turner, Mont., to translate programs of KFBB-TV ch. 5 Great Falls, Mont., condition; Upper Methow Valley Tv Assn. on chs. 9-13 Methow, Winthrop-Twisp, Mazama, Wash., to translate programs of Spokane, Wash., stations KREM-TV ch. 2, via ch. 8 Winthrop-Twisp (McClure Mountain), KXLY-TV ch. 4 via ch. 10 Winthrop-Twisp (McClure Mountain), KHQ-TV ch. 6, KXLY-TV ch. 4, KHQ-TV ch. 6 via ch. 12 Winthrop-Twisp (McClure Mountain); Pleasant Valley Tv Club on ch. 7 Howard, Colo., to translate programs of KCSJ-TV ch. 5 Pueblo, Colo.; Paonia Community Tv Assn. on ch. 6 Paonia, Colo., to translate programs of KREY-TV ch. 10 Montrose, Colo.; Martinsdale-Lennep Tv Assn. on chs. 6 and 12 Martinsdale, Lennep and Martinsdale, Mont., to translate programs of KGHL-TV ch. 8 Billings, and KXLF-TV ch. 4 Butte, Mont.; Deer Lodge Community Tv on ch. 9 Deer Lodge, Mont., to translate programs of KMSO-TV ch. 13 Missoula, Mont.; Town of Otis and Town of Yuma, Colo. on ch. 12 Otis and Yuma, Colo., to translate programs of KOA-TV ch. 4 Denver, Colo.; Springer Community Tv Club on ch. 8 Springer and rural area, N. M., to translate programs of KOB-TV ch. 4 Albuquerque, N. M., via ch. 10 Raton, N. M.; Eureka Chamber of Commerce on chs. 7 and 11 Eureka, S. D., to translate programs of KDLO-TV ch. 3 Florence, S. D., and KFYR-TV ch. 5 Bismarck, N. D.; Belle Fourche Tv Club on chs. 11 and 13 Belle Fourche, S. D., to translate programs of KOTA-TV ch. 3, Rapid City, and KDSJ-TV ch. 5 Lead, S. D.; Verde Valley Tv Club Committee on chs. 2, 6, 7, Camp Verde, Verde Valley, Cornville & Rimrock, Ariz., to translate programs of KOOL-TV ch. 10, KTVK ch. 3 both Phoenix, and KTAR-TV ch. 12 Mesa, Ariz.; Ekalaka Community Tv Club on ch. 9 Belltower, Mont., to translate programs of KDIX-TV ch. 2 Dickenson, N. D.; Kooskia Lions Club Inc. on chs. 8, 10 and 12 Kooskia, Idaho, to translate programs of Spokane stations KHQ-TV ch. 6, KXLY-TV ch. 4 and KREM-TV ch. 2; Hot Springs Tv Club on chs. 5 and 13 Hot Springs, S. D., to translate programs of KSTF ch. 10 Scottsbluff, Neb., and KOTA-TV ch. 3 Rapid City, S. D.; Panguitch Lions Club on ch. 4 Panguitch, Utah, to translate programs of KCPX-TV ch. 4 Salt Lake City, Utah, ch. 11 Beaver City, Utah; San Miguel Power Assn., Inc. on ch. 8 Nucla, Colo., to translate programs of KREY-TV ch. 10 Montrose, Colo., via ch. 6 Norwood, Colo.; Divide Creek Tv Assn. on ch. 10 Silt, Colo., to translate programs of KREX-TV ch. 5 Grand Junction, Colo., via ch. 4 Rifle, Colo.; Quinn River Tv Maintenance District on ch. 10 McDermitt, Nev., to translate programs of KBOI-TV ch. 2 Boise, Idaho; City of Ouray on ch. 7 Ouray, Colo., to translate programs of KREX-TV ch. 5 Grand Junction, Colo.; E. A. O. Tv on chs. 8-13 Farming Community ENE of Entiat, Wash., Orondo and Entiat, Ardenvoir, Wash., to translate programs of Spokane, Wash., stations KHQ-TV ch. 6, KREM-TV ch. 2 via ch. 9 Entiat (Keystone Peak), KXLY-TV ch. 4 KHQ-TV ch. 6 via ch. 13 Entiat (Keystone Peak), KXLY-TV ch. 4 via ch. 11 Entiat (Keystone Peak); White Bird Tv Assn. on ch. 11, White Bird, Idaho, to translate programs of KHQ-TV ch. 6 Spokane, Wash.; Upton Tv Club on chs. 7 and 13 Upton, Wyo., to translate programs of KTWO-TV ch. 2 Casper, Wyo., and KOTA-TV ch. 3 Rapid City, S. D.; Grass Range Tv Club on chs. 11 and 13 Grass Range, Mont., to translate programs of KGHL-TV ch. 8 Billings, and KFBB-TV ch. 5 Great Falls, Mont., conditions; Tongue River Translator Assn. on chs. 10 and 13 Acme, Wyo., to translate programs of KGHL-TV ch. 8, and KOOK-TV ch. 2 both Billings, Mont., conditions.

■ Granted cps for following new uhf tv translator stations: Williams-Ash Fork Associated Tv Committee on ch. 72 Williams, Ariz., to translate programs of KVAR ch. 12 Phoenix, Ariz.; Community Tv Project on ch. 74 Globe and Miami, Ariz., to translate programs of KPHO-TV ch. 5 Phoenix, Ariz.

Actions of July 7

WBMI Meriden, Conn.—Granted assignment of license and SCA to Business Music Inc.

KARA, KPAT (FM) Albuquerque, N .M.—Granted acquisition of positive control of licensee and permittee corporations by John P. and Mary Gallagher (as family group) through purchase of stock from Walter J. Stiles.

WDBN Barberton, Ohio—Granted transfer of control from George B. Hanna, Theodore and Elizabeth Niarhos (as family group) to Theodore Niarhos, voting trustee.

KYUM Yuma, Ariz.—Granted assignment of license to KTAR Bcstg. Co.

WJW-AM-FM Cleveland, Ohio—Granted license covering increase in daytime power of WJW(AM), changes in DA daytime system and installation of new trans.; granted license covering change in ERP of WJW-FM, ant. height, installation of new ant. and trans., condition re interference.

Columbia Bcstg. System Inc. Chicago, Ill.—Granted license covering changes in low power remote pickup authorization without prejudice to such action as commission may deem warranted as result of its final determination with respect to (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

KCMS-FM Manitou Springs, Colo.—Granted cp to install new ant.

WWIL Ft. Lauderdale, Fla.—Granted mod. of cp change type trans.

Columbia Bcstg. System Inc. New York, N. Y.—Granted authority to transmit coverage of special sporting event, not continuing nature, to tv stations CBFT, Montreal, Quebec, et al on July 8, without prejudice to such action as commission may deem warranted as result of its final determinations with respect to (1) conclusions and recommendations set forth in report of network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

■ Following stations were granted extensions of completion dates as shown: KXRQ Sacramento, Calif., to Sep. 15; WRIT-FM Milwaukee, Wis., to Sep. 1; WERA Plainfield, N. J., to Sep. 15; WKFD Wickford, R. I., to Aug. 1; KGRB West Covina, Calif., to Oct. 28; WVNJ-FM Newark, N. J., to Aug. 27; WTTN-FM Watertown, Wis., to Oct. 2; WRNL-FM Richmond, Va., to Oct. 1 (for use of old main trans. as auxiliary and for change trans., ERP, etc.).

■ Granted cps for following new vhf tv translator stations: Siuslaw Translator Inc. on chs. 2, 4, 5, Swisshome, Ore., to translate programs of KOIN-TV ch. 6 Portland, KEZI-TV ch. 9 Eugene and KVAL-TV ch. 13 Eugene, Ore.; Channel 4 Tv Inc. on ch. 2, Rexford-Gateway area, Mont., to translate programs of KMSO-TV ch. 13 Missoula, Mont.

Actions of July 11

WFMY-TV Greensboro, N. C.—Granted involuntary transfer of control from Beverly C. Moore, trustee for Edwin B. Jeffress to Beverly C. Moore, administrator C.T.A. of the estate of Edwin B. Jeffress.

■ Granted licenses for following uhf tv translator stations: W70AE, W80AD, Valley Tv Cooperative Inc., Moorefield, W. Va.; K70CG, K74BG, Grand Marais Lions Club, Grand Marais, Minn.; K74BE, Columbia Gorge Tv Inc., Hood River, Ore.; K81AJ, Kittitas Valley Tv Assn., Inc., Ellensburg and Kittitas Valley area, Wash.; K80BA, Mid Columbia Community Tv Corp., The Dalles, Ore., and Goldendale, Wash.; K74BH, Humboldt County Television Maintenance Board, Winnemucca, Nev.

WCMR-FM Elkhart, Ind.—Granted cp to replace expired permit for fm station.

WRLB(FM) Long Branch, N. J.—Granted cp to increase ERP to 1 kw; ant. height to 215 ft.; install new ant. and make changes in ant. system.

K74BD Dubuque, Iowa—Granted cp to replace expired cp for uhf tv translator station.

KPDQ-FM Portland, Ore.—Granted mod. of cp to install new type trans. and ant.; increase ERP to 57 kw; decrease ant. height to 940 ft.; and make changes in ant. system; remote control permitted; condition.

WNNJ Newton, N. J.—Granted extension of completion date to Sept. 17.

WICH Norwich, Conn.—Granted request for cancellation of license for auxiliary trans.

Actions of July 10

■ Granted cps for following new vhf tv translator stations: Warland Tv Club on ch. 7 Warland, Mont., to translate programs of KXLY-TV (ch. 4), Spokane, Wash.; Stuart Community Club Inc. on ch. 13, Stuart, Neb. (KPLO-TV ch. 6, Reliance, S. D.); Two Dot Tv Repeater Assn. on ch. 13, Big Elk Valley, Lebo Valley and Two Dot, Mont. (KOOK-TV ch. 2 Billings, Mont.), condition.

Valley T. V. Club Inc. Nashua, Mont.—Granted cp for new uhf tv translator station on ch. 77 to translate programs of KUMV-TV (ch. 8) Williston, N. D.

Actions of July 7

■ Following stations were granted authority to operate transmitters by remote control: KWIQ Moses Lake, Wash.; WMIC S. Helen, Mich.; WAPL Appleton, Wis.

W70AB, W74AA North Warren, Pa.—Granted mod. of licenses to change primary tv rebroadcast station from WKBW-TV ch. 7 Buffalo, N. Y., to WGR-TV ch. 2 Buffalo, N. Y., and from WICU-TV ch. 12 Erie, Pa., to WKBW-TV ch. 7 Buffalo, N. Y.

K70BG, K74AR, K78AK, K82AF Deer River and Cass Lake, Minn.—Granted cps to change ERP from 414 watts to 111 watts and make changes in ant. system, and from 414 watts to 119 watts and make changes in ant. system.

KPOB-TV Poplar Bluff, Mo.—Granted mod. of cp to change trans. and studio location to Oak Grove Church, Oak Grove Community; decrease ant. height to 600 ft.; change ERP to visual 14.8 kw; aural to 7.6 kw; change type trans., type ant., ant. system, and correct coordinates.

K12AH Big Piney, Wyo.—Granted mod. of cp to change ERP to 3.08 watts; type trans. and ant.; and make changes in ant. system of vhf tv translator station.

WUPY (FM) Lynn, Mass.—Remote control permitted.

KCPA-FM Dallas, Tex.—Granted change of remote control authority.

■ Following stations were granted extensions of completion dates as shown: WKBA Vinton, Va., to Nov. 15; KTAG-TV Lake Charles, La., to Jan. 1, 1962; WUPY(FM) Lynn, Mass., to Aug. 31; WHOA San Juan, P. R., to Jan. 3, 1962; WRJC Mauston, Wis., to Oct. 22; KEEN-FM San Jose, Calif., to Nov. 14; WCFV Clifton Forge, Va., to Sep. 12; WDON Wheaton, Md., to Dec. 31; WINY Putnam, Conn., to Aug. 14; KSTN-FM Stockton, Calif., to Aug 20; KMLW Marlin, Tex., to Sep. 15; WNLC New London, Conn., to Jan. 22, 1962.

■ Granted cps for following new vhf tv translator stations: Oroville Television Assn. Inc. on chs. 11, 9, and 7, Molson, Wash., to translate programs of KHQ-TV ch. 6 KXLY-TV, ch. 4, and KREM-TV ch. 2, all Spokane, Wash., conditions; and on chs. 5, 3, and 12, Oroville, Wash., to translate programs of

KXLY-TV ch. 4 Spokane, Wash., via ch. 9 KHQ-TV ch. 6 Spokane, Wash., via ch. 11 and KREM-TV ch. 2 Spokane, Wash., via ch. 7, all Molson, Wash.; Black Hills Ordnance Depot, Civilian Welfare Television Club on chs. 5, 8, and 13, Igloo, S. D. (KSTF ch. 10 Scottsbluff-Gering, Neb., KTWO-TV ch. 2 Casper, Wyo., KDUH-TV ch. 4 Hay Springs, Neb.), conditions; Lance Creek TV Club on ch. 9, Lance Creek Wyo. (KOTA-TV ch. 3 Rapid City, S. D.); Lodge Pole Television Inc. on ch. 13, Lodge Pole, Neb. (KHPL-TV ch. 6 Hays Center, Neb.), condition.

■ Revised edition of 'Broadcast Primer" is now available on request to commission's Washington office. Its 25 pages include reference to the evolution of broadcasting, history of regulation, broadcast (am, fm and tv) operation, educational broadcast, and supplemental broadcast services.

License renewals

Following stations were granted renewal of license, Chmn. Minow not participating: WAEW Crossville, Tenn.; WAIN Columbia, Ky.; WANE-AM-TV Ft. Wayne, Ind.; WANY Albany, Ky.; WARU Peru, Ind.; WATE & aux., Knoxville, Tenn.; WAVE-AM-TV Louisville, Ky.; WBAT Marion, Ind.; WBIR-AM-FM-TV Knoxville, Tenn.; WBNL Boonville, Ind.; WCNB-AM-FM Connersville, Ind.; WDEF-AM-TV Chattanooga, Tenn.; WDXI-AM-TV Jackson, Tenn.; WDXN Clarksville, Tenn.; WEAG Alcoa, Tenn.; WEEN Lafayette, Tenn.; WGRV Greeneville, Tenn.; WIMS Michigan City, Ind.; WCSI-FM Columbus, Ind.; *WBKY (FM) Lexington, Ky.; WISH-TV Indianapolis, Ind.; WARF Jasper, Ala.; WDAK Columbus, Ga.; WFVG Fuquay Springs, N. C.; WEBY Brewton, Ala.; WFOM Marietta, Ga.; WCLA Claxton, Ga.; WAMI Opp, Ala.; WBIA Augusta, Ga.; WBML Macon, Ga.; WLWA (TV) Atlanta, Ga. Action July 6.

Processing line

STANDARD BROADCAST APPLICATIONS READY AND AVAILABLE FOR PROCESSING PURSUANT TO SEC. 1.354(c) OF COMMISSION'S RULES—LIST NO. 23

Notice is hereby given that on Aug. 15, 1961, standard broadcast applications listed below will be considered as ready and available for processing, and that pursuant to Sec. 1.106(b)(1) and Sec. 1.361(b) of commission rules, an application, in order to be considered with any application appearing on this list or with any other application on file by close of business on August 14, 1961 which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier: (a) close of business on Aug. 14, 1961, or (b) by earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.359(f) of commission rules for provisions governing time of filing and other requirements relating to such pleadings.

Applications from top of processing line:

BP-11675 WPAG Ann Arbor, Mich. Washtenaw Bcstg. Co. Has: 1050kc, 1kw, D. Req.: 1050kc, 5kw, DA, D.

BP-12907 WACE Chicopee, Mass. Regional Bcstg. Co. Has: 730kc, 1kw, D. Req.: 730kc, 5kw, D.

BP-13340 NEW Kingsport, Tenn. Morgan Bcstg. Co. Req.: 1400kc, 250w, unl.

BP-13712 WSLM Salem, Ind. Don H. Martin. Has: 1220kc, 1kw, D. Req.: 1220kc, 5kw, D.

BP-13866 WFRL Freeport, Ill. Triad TV Corp. Has: 1570kc, 1kw, D. Req.: 1570kc, 5kw, DA, D.

BP-14020 WTAP Parkersburg, W. Va. Zanesville Publishing Co. Has: 1230kc, 250w, unl. Req.: 1230kc, 250w, 1kw-LS, unl.

BP-14022 WPME Punxsutawney, Pa. Punxsutawney Bcstg. Co. Has: 1540kc, 1kw, D. Req.: 1540kc, 5kw, 1kw (CH), Day.

BP-14023 KWOS Jefferson City, Mo. Capital Bcstg. Co. Has: 1240kc, 250w, unl. Req.: 1240kc, 250w, 1kw-LS, unl.

BP-14029 NEW Largo, Fla. Largo Bcstg. Co. Req.: 800kc, 250w, DA, D.

BP-14033 KVIP Redding, Calif. Shasta Bcstg. Corp. Has: 540kc, 1 kw, D. Req.: 540kc, 5kw, D.

BP-14034 NEW Ventnor-Margate, N. J. Marymac Bcstrs. Req.: 1570kc, 1kw, DA, D.

BP-14038 NEW Shelton, Wash. ABT Inc. Req.: 1280kc, 1kw, D.

BP-14039 NEW Muskegon Heights, Mich. Muskegon Heights Bcstg. Co. Req.: 1520kc, 1kw, 250w (CH), D.

BP-14041 NEW Cherryville, N. C. Cherryville Bcstg. Co. Req.: 1590kc, 500w, D.

BP-14042 NEW Ripley, Miss. Ripley Radio Service. Req.: 1260kc, 500w, D.

BP-14043 NEW Louisville, Ky. Mainliner Bcstrs. Req.: 1500kc, 10kw, DA, D.

BP-14045 NEW El Paso, Tex. Pacific Bcstg. Assocs. Req.: 1530kc, 1kw, D.

BP-14046 NEW Bloomington, Minn. South Minneapolis Bcstrs. Req.: 740kc, 250w, DA, D.

BP-14048 KSMO Salem, Mo. Zola Bcstg. Co. Has: 1340kc, 250w, Unl. Req.: 1340kc, 250w, 1kw-LS, Unl.

BP-14049 WCLI Corning, N. Y. Radio Corning Inc. Has: 1450kc, 250w, Unl. Req.: 1450kc, 250w, 1kw-LS, Unl.

BP-14050 KERV Kerrville, Tex. Kerrville Bcstg. Co. Has: 1230kc, 250w, unl. Req.: 1230kc, 250w, 1kw-LS, unl.

BP-14051 WGWR Asheboro, N. C. Asheboro Bcstg. Co. Has: 1260kc, 1kw, D, Req.: 1260kc, 500w, 5kw-LS, DA-2, unl.

BP-14052 NEW Summerville, S. C. Radio Summerville Inc. Req.: 980kc, 500w, D.

BP-14053 NEW Fenton, Mich. Waterland Bcstg. Corp. Req.: 1510kc, 250w, DA, D.

BP-14054 WAAT Trenton, N. J. Delaware Valley Bcstg. Co. Has: 1300kc, 250w, D. Req.: 1300kc, 5kw, DA-2, unl.

BP-14055 WCNX Middletown, Conn. Middlesex Bcstg. Co. Has: 1150kc, 500w, D. Req.: 1150kc, 1kw, D.

BP-14058 NEW Lancaster, S. C. Palmetto Bcstg. System. Req.: 1560kc, 1kw, 500w (CH), D.

BP-14059 WJOE Ward Ridge, Fla. Little Joe Enterprises. Has: 1570kc, 250w, D. Req.: 1530kc, 1kw, D.

BP-14060 NEW West Hartford, Conn. Pioneer States Bcstrs. Inc. Req.: 990kc, 500w, DA, D.

BP-14062 NEW Mead, Wash. Crown Bcstg. Co. Req.: 1590kc, 1kw, D.

BP-14063 NEW West Helena, Ark. West Helena Radio Service. Req.: 1520kc, 250w, D.

BP-14064 NEW San Antonio, Tex. Pacific Bcstg. Assocs. Req.: 1540kc, 10kw, DA, D.

BP-14073 WJBD Salem, Ill. Salem Bcstg. Co. Has: 1350kc, 500w, D. Req.: 1350kc, 1kw, D.

BP-14075 KARI Blaine, Wash. Birch Bay Bcstg. Co. Has: 550kc, 500w, D. Req.: 550kc, 1kw, 5kw-LS, DA-2, unl.

BP-14077 WNNC Newton, N. C. Newton-Conover, Bcstg. Co. Has: 1230kc, 250w, unl. Req.: 1230kc, 250w, 1kw-LS, unl.

BP-14078 KAPA Raymond, Wash. Willapa Bcstg. Co. Has: 1340kc, 250w, S.H. Req.: 1340kc, 250w, 1kw-LS, S.H.

BP-14079 WRSJ Bayamon P. R. Antilles Bcstg Corp. Has: 1560kc, 250w, unl. Req.: 1560kc, 250w, 5kw-LS, unl.

BP-14080 WLAR Athens, Tenn. Helen M. Arterburn, Executrix of Estate of Lowell F. Arterburn, Deceased. Has: 1450kc, 250w, unl. Req.: 1450kc, 250w, 1kw-LS, unl.

BP-14083 NEW Marshall, Mich. Marshall Bcstg. Co. Req.: 1540kc, 250w, D.

BP-14086 NEW Riverton, Wyo. William L. Ross. Req.: 1370kc, 1kw, D.

BP-14087 NEW Lamar, Mo. James R. Williams. Req.: 1560kc, 250w, D.

BP-14091 WGCM Gulfport, Miss. E. O. Roden & Assocs. Has: 1240kc, 250w, unl. Req.: 1240kc, 250w, 1kw-LS, unl.

BP-14092 WKAY Glasgow, Ky. Glasgow Bcstg. Co. Has: 1490kc, 250w, unl. Req.: 1490kc, 250w, 1kw-LS, unl.

BP-24096 KRSI St. Louis Park, Minn. Radio Suburbia Inc. Has: 950kc, 1kw, DA, D. Req.: 950kc, 1kw, DA-2, unl.

BP-14100 NEW New Canaan, Conn. Fairfield Bcstg. Service. Req.: 1490kc, 250w, unl.

BP-14103 NEW Madison, Conn. Rhode Island-Connecticut Radio Corp. Req.: 1490kc, 250w, unl.

BP-14105 NEW Brewster, N. Y. Taconic Bcstrs. Req.: 1510kc, 1kw, DA, D.

Applications on which 309(b) letters have been issued:

BP-13932 NEW New York, N. Y. KSTP Inc. Req.: 770kc, 50kw, DA-N, unl.

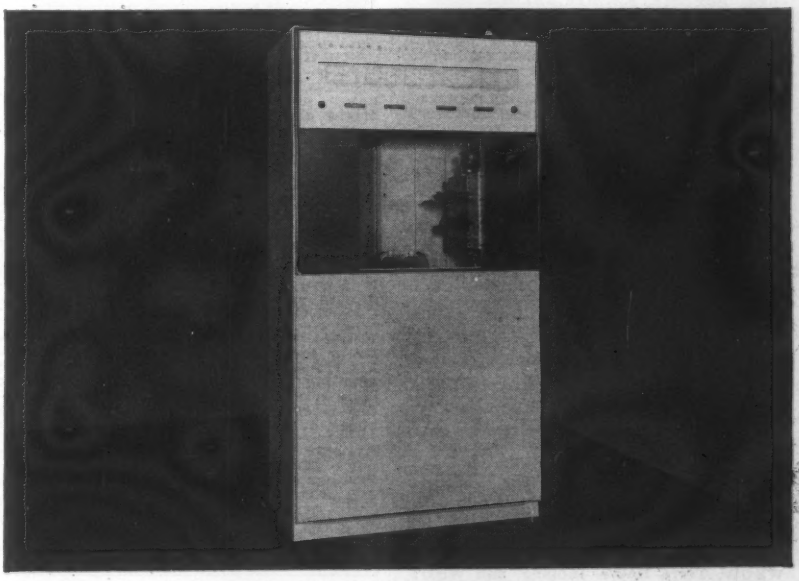
BP-14012 KOEL Oelwein, Iowa Northeast Iowa Radio Corp. Has: 950kc, 500w, 1kw-LS, DA-2, unl. Req.: 950kc, 500w, 5kw-LS, DA-2, unl.

BP-14026 KFNF Council Bluffs, Iowa KFNF Bcstg. Corp. Has: 920kc, 500w, 1kw-LS, unl. (Shenandoah, Iowa). Req.: 920kc, 1kw, 5kw-LS, DA-2, unl. (Council Bluffs, Iowa).

This new Collins designed and manufactured AM transmitter features unparalleled accessibility: the RF and audio chassis swing out and the power supply tilts up to expose all components. Its bold, clean-cut appearance is in keeping with its advanced interior. It's the new Collins 1,000/500/250 watt 20V-3 AM Transmitter.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • NEWPORT BEACH, CALIF.



features: stable crystals to eliminate crystal ovens • conservatively-rated components • thermal time-delay circuitry • automatic voltage sequencing • air forced directly on tubes • For information, contact your Collins sales engineer, or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager strong on sales with programming experience for fm station southwestern state. At least three years sales experience. Box 826F, BROADCASTING.

Sales manager . . . Important midwest industrial market. Furnish experience and sales record. Salary plus commission. Box 105G, BROADCASTING.

General manager—full time am under construction within 50 miles Chicago. Immediate. Box 149G, BROADCASTING.

Enthusiastic radio man with general station experience wanted as assistant to owner-manager of growing southwestern daytimer. Prefer man about forty or older, strong in sales, copy preparation and production; previous management experience not necessary, but loyalty, integrity, good habits important. First phone helpful, not essential. Salary and override; opportunity to move into management. Box 219G, BROADCASTING.

Commercial manager of proven sales ability, capable of managing station. Medium sized southern market. Reply Box 115, Natchez, Mississippi.

Manager wanted for WVMI, Biloxi, Mississippi 1000 watter on 570. Studio in Trade Winds Hotel located on beautiful Gulf Coast in center of one of the fastest growing markets in the south. Must be strong on local sales. Send complete resume to Ed Holliday, New South Radio Network, Box 528, Meridian, Miss.

Sales

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Midwest. Salesman-remote studio manager. Opportunity to make your ideas and work pay off. Station has excellent community acceptance. Box 127G, BROADCASTING.

Texas kilowatt has immediate opening for experienced salesman, some announcing. Box 220G, BROADCASTING.

Excellent opportunity for salesman in medium California market. "Middle of the road" with big local billings. KLYD Radio, 2831 Eye St., Bakersfield. Phone FAirview 7-7511, Bill Walker or Dave Maxwell.

Salesman: No order takers: Draw against 20% commission. Car allowance. If you can't make $800.00 monthly we don't want you. KNCO, Garden City, Kansas. Call or write manager.

Young, aggressive salesman, 25-35, with first class license. Good position at group station with superior ratings. New equipment. Write now—right now—resume to Al Evans, KOKA, Shreveport, La.

Will have opening soon for sales manager. Good opportunity for right man interested in radio sales and in becoming a part of the community. Contact Clint Formby, Owner, KPAN, Hereford, Texas.

WBOW, Terre Haute, Indiana, and WHUT, Anderson, Indiana, have openings for two salesmen. Chance to move up fast. $500.00 a month. Exceptional opportunity when you prove yourself. Write: Triple I Radio, 1545 Waukegan, Glenview, Illinois.

Help Wanted—(Cont'd)

Sales

KVON, Napa, California expanding sales staff. Contact Powell, Baldwin 6-2023.

Announcers

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume, Box 962F, BROADCASTING.

Big opportunity in America's 6th biggest market for experienced dj. Must be bright, a swinger, understand modern radio, tight production. Tape, resume. Box 963F, BROADCASTING.

Mature, experienced radio announcer wanted for outstanding Michigan station. Variety programming for the family, middle of the road music. Employee benefits, excellent working conditions, progressive station. Send complete details, including salary range, to Box 126G, BROADCASTING. Personal interview in Michigan required before position is filled.

Newsman and limited dj work. Upstate New York radio. Send news tape, background resume, and salary requirements. Box 131G, BROADCASTING.

Wanted, two good first phone men for top-rated Ohio station, no maintenance. Send resume and references. Box 142G, BROADCASTING.

Needed . . . a good commercial announcer with a minimum of 2 years experience. Willing to start at $85 for a 48 hour week with regular raises. Opportunity for advancement. Medium sized eastern Pennsylvania market. Personal interview necessary . . . but first, send tape and resume to: Box 177G, BROADCASTING.

September 1st, unusual opportunity for announcer-engineer. (No maintenance). Eastern metropolitan area top rated station. Send tape and resume to Box 186G, BROADCASTING.

Progressive group station in eastern Great Lakes area has immediate opening for bright, sharp young morning man. Experience a necessity. Better than average salary. Send tape and resume to Box 190G, BROADCASTING.

Immediate opening for experienced announcer desiring extra income thru sales. In Texas. Box 221G, BROADCASTING.

Young, mature announcer, versatile, willing to follow format, but who also is idea man and can be asset to new, growing station in a two station market. Send tape, background in first letter. Box 222G, BROADCASTING.

Wanted . . . announcer with mature delivery for metropolitan southwestern market. Must have well rounded experience enabling running good tight informal disc show. Looking for personality, not screaming meemies. Reply sending tape, references, etc. to Box 251G, BROADCASTING.

Announcer with first ticket for adult music-news station. Modern, but not "top 40." $130 per week. Send details and tape. KIDD, P.O. Box 1070, Monterey, California.

Experienced announcer: Good music, news and sports. 48 hour workweek. Resume, references and tape. Write KNIM, Maryville, Missouri.

Expanding staff. Announcer for 1 kw daytimer. No top 40. Must have experience, good voice, and record that can be checked thoroughly. Send tape, photo, and resume. Radio Station KSIS, Sedalia, Missouri.

Help Wanted—(Cont'd)

Announcers

Experienced morning man to maintain top audience wanted by pop music, independent station in major market. Send air check and resume. Sorry, no tapes returned. Box 163G, BROADCASTING.

Staff announcer by August 15—2 years experience, able to handle news and records and occasional special events. Send tape, personal history, and salary requirements to: Paul Rahders, KSDN, Aberdeen, South Dakota.

Wanted: Announcer with at least 2 years commercial experience for general announcing, including recording production spots. Seek a man from this region with ability and desire to join the staff of one of North Carolina's most modern am-fm stations! Personal interview required. Send photo and full background to: Clay Cline, WDBM, Statesville, North Carolina. Telephone 872-2455.

What size shoe do you wear? We need man to fill shoes of good production announcer moving on to bigger market. Salary commensurate with ability. Good sounding daytime foremost station in middle Tennessee. Send tape, resume at once to WJIG, Box 2139, Tullahoma.

Wanted first phone dj by September 1. Maintenance and daytime air shift. Must be able to swing. Salary open. Send tape and resume including references to P.D., WSSB, Durham, N. C.

Experienced announcer for WVOS, Liberty, N. Y. Write or call H. Borwick.

Central Sacramento Valley local has need immediately for three bright (strong on news, music, and sports) disc-jockey announcers, must be sober and willing to work, salary and commission open, send tape, photo, and resume, no calls. Bud B. Ballard, Yuba City, California.

I need a first-phone announcer, who likes radio and would like to live in a real nice little city. Attractive hours and shift. Minimum maintenance. $100 to start. If you like to work and love radio, call me at East 4-2711, Rawlins, Wyoming. Denny Hawkins, Mgr.

Fall target date—Class IV, small market. Need community minded c.e./announcer. Sales if desired. Salary and resume first letter. Ward Broadcasting Co., Sonora, Texas.

Technical

Engineer-announcer first class needed by August 1 for 5000 watt station in east central North Carolina. Box 146G, BROADCASTING.

Chief engineer—full time am under construction within 50 miles Chicago. Immediate. Box 150G, BROADCASTING.

Competent combo chief engineer for strong single station full-time midwest college community of 25,000. Box 173G, BROADCASTING.

Do you have a first phone. Opportunity for young man with 1st ticket, news gathering and air ability to join growing 4 station organization. Position open now. Send resume, tape, picture, phone number to; Box 215G, BROADCASTING.

Immediate opening for chief engineer. Must be experienced and capable of maintenance, engineering duties only. KPEL, Lafayette, Louisiana.

Help Wanted—(Cont'd)

Production—Programming, Others

New Illinois daytimer needs newsman to establish news department. Must gather, write and broadcast. Send tape, resume and pix to Box 175G, BROADCASTING.

Wanted, experienced copywriter for midwest network radio and tv station. Salary commensurate with ability. Box 247G, BROADCASTING.

News director radio-tv combination. Must be able to handle move and still camera. References required. Top small market station close to world's best fishing, hunting, skiing and other outdoor sports. Salary open, send complete resume, picture, etc. to Gordon Glasmann, KLIX Radio-TV, Twin Falls, Idaho.

Production opening. WIRL Peoria, Illinois. Must be capable of writing, producing, and delivering highly produced announcements. Call Howard Frederick.

Television newsfilm writer, to write 10 p.m. local newsfilm program five nights per week. Top price for experienced man with interest-catching style and reporter's accuracy. Also, expansion makes room for two television airmen who are strong on reporting, interviews, and contact work with local news sources. Write or call Al Anderson, WOAI-TV, San Antonio, Texas. CApitol 7-4221.

Full tuition in exchange for 20 hours weekly office work. Nat. Academy of Broadcasting, Washington 10, D. C.

RADIO

Situations Wanted—Management

Professional presence, proud 21-year advertising background, confident of radio's future. Know showbiz, people, inside techniques, and marketing. Strong on continuity; Triple A (audience-advertising-award-winning) programming leadership: all for intelligently oriented strategically keen sales department. Believe in well-balanced public and media relations. Sound fiscal policy. Box 109G, BROADCASTING.

Manager-commercial manager: 10 years these capacities. 18 years experience. Also agency and national network background. Best references past employers. Box 152G, BROADCASTING.

RX for sick or ailing radio stations. Quick, reasonable consultation service with strong emphasis on sales improvement! Limited to Miss., La., Fla., Ga., S. Car., and Alabama. Box 178G, BROADCASTING.

All-around radio man—can make your profits climb. Northeast. Box 184G, BROADCASTING.

Ready for first management position. College grad., 27. Excellent ability to announce, write, produce, sell. Two years with present #1 station. Also experience in medium and small markets. Desire aggressive organization. Size of market unimportant. Opportunity a must. Box 200G, BROADCASTING.

Manager, now in medium market station, strong on sales, announcing, production desires change to small or medium southern market. Box 234G, BROADCASTING.

Announcers

Veteran, seeks start in radio all phases, 27, single, sincere, college: Two years radio, two liberal arts, jolly sounding, resume tape available, $55 take home. Box 947F, BROADCASTING.

Soft-sell announcer looking for afternoon or all-night personality or news opening. Broad music knowledge. Can gather and write news. Married. B.S. degree in radio-tv. Experienced. Box 112G, BROADCASTING.

Adult audience for adult pay. Pleasant relaxed style. Tasteful music. 4 years experience. Box 121G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention: New or established. C/W announcer-musician, employed as chief announcer seeking advancement. DJ—news—copy. Wanted soon: PD—announcer, sales, managerial, and good C/W show. Radio 15 years. Third. Box 130G, BROADCASTING.

Announcer-sales: Plenty of experience, family, sober, good prod, good sound. Prefer small to medium market in southeast or central U.S. Can invest. Box 170G, BROADCASTING.

Way to a listener's heart. Le femme disc jockey. Do hire me. Box 171G, BROADCASTING.

#1 in hot quarter-million California market past two years. Soon released from Army. First fifty markets only. Box 176G, BROADCASTING.

Announcer-dj. Experienced, married, bright sounds, fast board, tight production. Box 179G, BROADCASTING.

Beginner in announcing, college graduate in broadcasting, station manager for Armed Services. Background for sports, news, public affairs. Team worker. Box 182G, BROADCASTING.

Mature, experienced, family man presently employed. Looking for move up and chance to settle down. Box 183G, BROADCASTING.

Announcer-writer. 5 years one station. Prefer warm, healthy climate. Box 185G, BROADCASTING.

Versatile negro announcer looking for employment. Will travel, objective dj. Box 187G, BROADCASTING.

Announcer—strong news. Presently employed. Mature sound. Family man. College and broadcasting school. Extensive sales background. Box 193G, BROADCASTING.

Professional, dj-news, 29, B.A., desires permanent position with medium or major market station in west. Box 195G, BROADCASTING.

8 years experience—Sports play-by-play pd and staff, college graduate, 27, family, finest references, permanent and employed. Box 196G, BROADCASTING.

Carolinas—Virginia; mature announcer-copywriter. 10 years experience. Prefers good music, adult programming. Box 197G, BROADCASTING.

Experienced announcer-dj, all phases of radio including record hops. Box 198G, BROADCASTING.

Announcer-account executive: Experienced, college-professional training. Desire news exposure. Will do combination sales, music, news. Box 201G, BROADCASTING.

Top announcer-dj, 1st ticket, literate, wants late or all night show—classic, good or country-western, no rock. Box 208G, BROADCASTING.

School of Broadcasting and Announcing graduate, thoroughly trained, some experience. Box 209G, BROADCASTING.

Native Floridian wants to exchange snow on his ears for sand on his feet. Seven years experience behind a mike and tighter on production than a Krupa drumhead. Write Box 210G, BROADCASTING.

Sports director doing two tv-radio shows. Finest of references. Box 211G, BROADCASTING.

Excellent adult dj, strong newsman, great for ad lib shows or sports. 17 years experience. Would also like opportunity for management. College grad, family man, sober. Prefer California, Hawaii, Arizona, Florida or Washington, D. C., but money first consideration. Box 213G, BROADCASTING.

Sportscaster-announcer. Well trained, experienced, now employed Red Sox P.A. announcer. Write and cover all sports events. Will relocate. Box 214G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

C and W announcer, would like position in small station in south, will do country or gospel music. Good style and steady worker. Box 216G, BROADCASTING.

Broadcasting school graduate seeks start in radio. Prefer Pennsylvania area; will consider all offers. Resume and tape available. Box 883F, BROADCASTING.

Need an aggressive news announcer and disc jockey? 3½ years experience, radio and tv. College, married, 1st phone, with references. Ask for a tape and decide! Box 989F, BROADCASTING.

Announcer, dj, experienced, swinging tight and bright, day or night. Box 218G, BROADCASTING.

Experienced first phone announcer seeks Texas or Oklahoma daytimer. Family. Box 224G, BROADCASTING.

Disc jockey, experienced, married, family man. Wants to settle. Box 226G, BROADCASTING.

Stable announcer-dj, married. Experienced, top references. No preference to station size. Sound adaptable to your format. Fast board. Tape, resume available. Box 227G, BROADCASTING.

Young announcer—not screaming r&r man, seeks staff job in New York state or Connecticut. Tape, resume on request. Box 228G, BROADCASTING.

Announcer, newscaster, disc jockey, experienced, tight production, mature sound, married. Box 229G, BROADCASTING.

Country and western dj personality that builds audiences and sales. Also do sports, news, production spots. Top rated show. Desires change to southern station. Box 235G, BROADCASTING.

Qualified announcer and pd seeks major market position. Bright, fast paced, 4½ years experience, 3 as news director, 1½ as program director. Will locate in most any major market . . . for price. Box 238G, BROADCASTING.

Number one Pulse rated dj in northeast major market, 24, seven years experience. Desires progressive station in medium-major market. Box 239G, BROADCASTING.

Announcer, family, 3 years experience. 250 miles radius of N.Y.C. Box 243G, BROADCASTING.

Wanted! ½ announcing, ½ sales. Adult format. Central or southern California. Box 249G, BROADCASTING.

3 announcers, chief engineer, all with many years of experience; available as a group or individually. Skilled and loyal. Contact General Manager, KCJC-FM, Merriam, Kansas.

Announcer, married, 33, desire California, Oregon, Nevada location. JE 2-3272. Route 2, Box 52, Sonora, California.

Ambitious, young announcer wants sports or dj. Recent graduate. Reputable school broadcasting. Good technical background, willing obtain first phone. Tape available. Post Office Box 5803, Cleveland 1, Ohio or call collect AT 1-4928 after 5:00 p.m.

Announcer-dj, available immediately. 5000 watter and under. Some experience. Locate anywhere, but prefer south. Broadcasting school grad. Carl Briggs, 1020 Monroe St., N.W., Washington, D. C. Tel.: AD 2-7149 or AD 4-9717.

Experienced announcer, dj. Desires position with tv or top forty radio station. New York, Conn., Mass., R. I. preferred but will consider anything on eastern seaboard. Contact Tom Dunn, 67 Nelton Ct., Hartford, Conn.

Ambitious young dj, 1 yr experience, great desire to learn more, veteran, excellent voice, good production sense, east coast preferred. Steve Erwin, 8 Pinetree Drive, Farmingdale, New York, MYrtle 4-3685.

Situations Wanted—(Cont'd)

Announcers

Negro announcer, no floater, will settle. Selesta Graham, 14 Mount Morris, Park West, New York 27, ATwater 9-1029.

First class ticket man, fully trained in all aspects disc jockey work through Weidner Conservatory, Boston. Desired position: combo man. Larry Lewin, 915 Angela Street, Key West, Florida. CYpress 6-2923.

Aggressive young negro, authoritative news, strong ad lib, commercials that sell. Smooth or swing dj. Also play-by-play. Radio school grad. Joe Lewis, 5730 South Princeton, Chicago, Illinois.

Announcer-copywriter—Eleven years experience. Top personality. Snappy copy. Married. Phone/write Charlie Lord, 3518 Minikahda Court—Minneapolis, Minnesota. WAlnut 6-3987.

$125.00 minimum—8 years radio—married—pd. or dj. Prefer midwest. Have worked small and metro markets. Call or write Bob Morrison, % Ted Smith, Crockett, Texas, phone KI 4-7452.

Unengendered, aggressive, aspiring, announcer, available. Ring-Happy Sounds, AX 8-4202, Dayton, Ohio.

Announcer wants start immediately, anywhere. Call Jack Ryder, 1600 Lanbury, Dayton, Ohio.

Ten years radio, some tv, college grad; staff, deejay, news experience. Available 15 August. Ted Wolfe, WMLT, Dublin, Ga. Write Box 133, Cabincreek, West Virginia.

Technical

Transmitter work, 2 years. Dir. experience, no combination announcing, 1st radio telephone. Box 181G, BROADCASTING.

Engineer, 1st phone. Maintenance, construction, CR operations. No announcing. No xmitter watcher. Desire permanent position in northeast. Box 199G, BROADCASTING.

Chief engineer—experienced am-fm-construction, installation, maintenance—directionals and proofs. Box 217G, BROADCASTING.

Recent 1st phone, 32, single. Desires technician or allied position. Solid background in electronics and tv. Studio. Experienced tv. Field serviceman. FL 9-8107, N.Y. Box 230G, BROADCASTING.

Have first ticket, single, have had experience in tv, slightly handicapped. Write Byron Kuenzel, 817 3rd Ave., Havre, Montana or phone 7345.

Situations Wanted—(Cont'd)

Production—Programming, Others

Sports director, 6 years play-by-play experience. Can combine with news. Box 879F, BROADCASTING.

Experienced newsman wants sports opportunity. Journalism graduate. Box 917F, BROADCASTING.

Program director . . . Looking for opportunity to grow. Fifteen years experience in all phases, block to formula. 1st phone, married. Best references. No drifter, five years in present position. College with B.A. in English and speech. Box 946F, BROADCASTING.

Newsman, hardworking, versatile, on way up, anxious to step from one man middle market operation to strong department in adult news conscious station. Good background all phases news, sports. (Interesting "extra":—Wall Street experience, solid background for financial business review.) Two years Armed Forces Network. Harvard graduate, 30, married, prefer within 250 miles NYC. Salary not prime consideration. Will come quick for interview. Box 114G, BROADCASTING.

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 125G, BROADCASTING.

Farm director, 4 years radio and television farm programming. Have built farm department from scratch for 5 kw full timer. Member NATRFD. Desire well established station with or without farm department. Excellent references. Prefer midwest location. Box 172G, BROADCASTING.

Program director: Young 42 with eighteen years continuous heavyweight experience in two major markets. Fifteen years with New York's leading independent! Can: program, produce, promote, write—and get sales results! Excellent references. Available now. Box 180G, BROADCASTING.

Creative, hard working professional modern personality seeks newsman opening in top rated mid-west radio. Best references. $150.00 minimum. Share interview expenses. Box 225G, BROADCASTING.

Aide-de-camp to top creative man whose ability and position commands respect, coordinating details in publicity, promotion, public affairs and news. Box 231G, BROADCASTING.

Newsman, 26, married, collegé graduate, degree in radio and television. Desire move to larger market with adult sounding station. Box 242G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Aggressive, experienced news director heavy on gathering, writing and broadcasting local and regional news. Mature adult voice with firm, factual approach. Top news rating past four years. Also do radio editorials. Married, stable, dependable, references, age 39. Permanent. Any state. Bob Barry, 328 N. 6th St., Olean, New York. Phone FR 2-1119.

TELEVISION

Help Wanted—Management

Sales manager-general manager established uhf, top network, good market. Definitely not a soft but sound opportunity with appropriate salary plus profit sharing on attainable increases. Sales effectiveness primarily important but well rounded experience desirable. Please give detailed information including salary requirements first communication which will be handled discreetly. Box 123G, BROADCASTING.

Sales

Exceptional opportunity for effective, persuasive salesmen large southwestern vhf. Box 246G, BROADCASTING.

Announcers

Experienced on camera and booth announcer for three station Texas market. Rush photo, resume, salary requirement, and video or audio tape. Box 240G, BROADCASTING.

Sports conscious station seeking aggressive sportscaster to head up newly etablished sports dept. Send tape, photo or 16mm film clip to WLUK-TV, Green Bay, Wisconsin. Att: R. Grandle.

Technical

Growing western max-power vhf station needs ambitious studio engineers and qualified transmitter engineers for mountain top transmitter. Write stating age, training, experience, and salary requirements. Excellent location and opportunity for stable men. Box 118G, BROADCASTING.

TV engineer, good character, best technical qualifications for Texas vhf. Box 245G, BROADCASTING.

Wanted, have immediate opening for remote supervisor. Must have complete knowledge of Ampex 1000 B vtr and GE microwave. Salary open to experienced man, no others need apply. Write or call collect TE 3-2471, Lew Evenden, Chief Engineer, WPTV, Palm Beach, Florida.

Experienced studio technicians with technical training. Send resume and references to: Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

Production—Programming, Others

Artist for midwest station. Must have experience in television artwork. Give present income and salary expected, plus photograph and all particulars in first letter. Box 117G, BROADCASTING.

News director for midwestern vhf. Strongly emphasize community service. We are looking for a well-schooled journalist with broadcasting experience. Some on-the-air work, but primary responsibilities will be preparing newscasts, documentaries, and supervising reporters and photographers. Submit picture, tape or SOF, qualifications, and salary requirements first letter. Box 191G, BROADCASTING.

Excellent opportunity, in good climate, for versatile newsman-announcer, possibly some directing. No loafers or floaters. Send tape, snapshot and complete application by air mail to Manager, KSWS-TV, P.O. 670 Roswell, New Mexico.

News reporter-photographer-writer for well-equipped progressive 4-men news staff, beginning August 15. Apply Jack Williams, News Director, WTVD, Durham, N. C.

TELEVISION COMMERCIAL PRODUCTION MANAGER

There's a production manager or what some station calls operations manager who is not happy in his job, the area, management or some justifiable reason. He wants an opportunity to be creative, develop talent, improve live programs, and become a part of the "team."

The man we need must be thoroughly experienced to perform a first class job in staging, lighting, directing. Very important that he possess good business administrative ability.

Our station doesn't claim to be the biggest in the Southeast yet it is an excellent one. Affiliated with a good network. Good staff and excellent working conditions.

If you want to improve your situation, here is your opportunity. Old established firm with a solid future. Programming and film buying experience not necessary, but tell us if you have such knowledge.

Salary will be attractive for our market and responsibility. $8000 and up depending on depth of experiences.

Write all about yourself in letter and include a number of industry references who know your qualifications. All replies confidential. Enclose photo. Prefer man over 30 years old.

Box 964F, BROADCASTING

TELEVISION

Situations Wanted—Management

Manager-commercial manager: 10 years these capacities. 18 years experience. Also agency and national network background. Best references past employers. Box 152G, BROADCASTING.

General manager of highly successful major market radio station, earning $25,000.00 on percentage net profit and salary, is ready to step up the ladder. Six years with present company, station success due to quality programming and personal local and national sales and supervision. Station has achieved a prestige, community service image and is a local "Must Buy." Wire to Box 207G, BROADCASTING.

Announcers

Good man needs good job. 10 years experience all phases announcing and administration. Family man with excellent references and credit. Box 212G, BROADCASTING.

Technical

TV supervisor. Desire permanent position in medium size market. Maintenance supervisory and administration with an honestly earned record. Good references. Box 202G, BROADCASTING

Need a quality technical operation with sensible expense figures? Let my 12 years experience as chief and management assistant perform for you. Box 223G, BROADCASTING.

TV engineer, 5 years experience in transmitters and microwaves, good technical background. Prefer position in mountain states. Box 233G, BROADCASTING.

Transmitter engineer, two years experience in operation and maintenance of tv transmitters. 3 years in maintenance of tv receivers. Technical school graduate. Presently employed by tv station. Box 237G, BROADCASTING.

1st phone, seven years experience studio, one year supervision. Technical schooling and micro-wave experience, desire responsible position. Box 248G, BROADCASTING.

Production—Programming, Others

Sports director . . . 12 years radio and tv sports shows and major college play-by-play, several on network. Ready to move up by football season. Box 104G, BROADCASTING.

Director—Stage manager, 6 years experience production. College grad, will relocate. Resumes available. Box 148G, BROADCASTING.

Program director. Seasoned tv executive desires major market opportunity. Successful tv and agency background. 10 years. Married. Employed. Box 194G, BROADCASTING.

Director, 34, CBS-TV experience, four years all phases, desires creative tv position on east or west coast. Box 205G, BROADCASTING.

Director—3 years experience, BA degree, family, will relocate anywhere. Box 250G, BROADCASTING.

Production manager-director. Presently with major market vhf. Desire northeast. Seven years production experience, 31, family. Vacationing New York City, telephone Mike Cooke, YEllowstone 2-1363.

Over two years experience in set designing, lighting, camera, directing. Also sold art work to local station. For references inquire Clemens Kuhlig, 619—49th St., West Palm Beach, Florida.

Young man, single two years experience in lighting, set designing, camera work, some punching, desires larger market. For references inquire Roger Zuidema, 701 South "N" St., Lake Worth, Florida.

FOR SALE

Equipment

Used 50 w transmitter, Western Electric type 407A-4 in good condition with spares. Priced at less than one-fourth cost of new transmitter. Can be handled with as little as 10% down. Box 192G, BROADCASTING.

Sell: Berlant/model 33 stereo recorder with carrying cases, 7½ and 15 NAB reel capacity. Excellent. Factory checked, new head. Cost new: $1300. Sell-$650.00. To buy sports car, must sell. Box 206G, BROADCASTING.

RCA dual channel BC 6A serial no. 1155 used 3 years—good condition—spare circuit boards and some spare tubes. $800 fob—too large our operation. KDLR, Devils Lake, No. Dakota.

2-new GL 7D21 tubes—in cartons never used spares—FM power increase. Contact Al Hayes, WHFC, Chicago, Ill.

Used component phasing equipment parts for four-tower directional antenna, E. F. Johnson manufacturer, 5 kw capacity, 570 kc, original cost excess five-thousand dollars, you can buy the lot delivered our plant five-hundred dollars. Itemized list available. Contact W. P. Williamson, WKBN, Youngstown, Ohio, STerling 2-1145.

RCA 3-bay, Channel 3 (or 2) tv antenna. 320 ft. 3⅛" com. products coaxial line, elbows, hangers, fittings, etc. All in excellent condition. Bargain. WSAV-TV, Savannah, Georgia.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Financially qualified, experienced broadcaster purchase your station. All inquiries answered, confidential, expanding, southwest, all west preferred. Box 147G, BROADCASTING.

Equipment

5 kw transmitter, parts. Spotmaster. Box 174G, BROADCASTING.

Cash for used uhf transmitter, one kw or greater power, and film chain with projectors for new educational-tv. Write Box 203G, BROADCASTING.

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucarell St., Mexico 6, D. F.

INSTRUCTIONS

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing: Correspondence certificate course with manuals voice and writing lessons, recording and tape. Also self-study unit. America's pioneer broadcasting school, National Academy of Broadcasting. Washington 10, D. C.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

NAB Engineering Handbook, have several new 5th additions at $20.00 each post paid. Save $7.50. Box 357F, BROADCASTING.

Experienced Carolina broadcaster desires to borrow $50,000 at 10% interest for one year. Highly profitable daytime station as collateral. Best references. Write Box 156G, BROADCASTING.

Professional air checks of Atlanta stations are available: Plough, Esquire, WAKE, etc. half hour: $5.00. Hour: $7.50. Send tape: Al Cohen, 1400 Woodland Hills Drive, N.E., Atlanta 5, Georgia.

Extra income for electronics men. Free information. Write: Cook's, Box 10634, Jackson 9, Mississippi.

Paying $1,000.00 yearly for 30 minutes daily ($500 for 15 minutes). Pay in advance by month. 2 weeks cancellation clause. Gospel Broadcasters, Schell City, Missouri.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Management

MANAGER AUDIO PRODUCTS

Sales engineering department of top broadcast equipment manufacturer specializing in audio equipment and audio systems has immediate opening. Applicant must be thoroughly experienced in detailing and layout of studio and transmitter audio facilities and remote control. Transistor experience is a must. Experience in audio equipment sales or manufacturing helpful. Send complete resume, photo and salary requirements with first letter. All replies confidential.

Box 162G, BROADCASTING

Sales

NATIONAL PRODUCTION FIRM

In process of rapid expansion requires the services of several $30,000 to $40,000 (per year) calibre sales representatives.
These men will aid radio station in the presentation of our unique service to local and regional accounts, and must have strong radio or advertising background. They must also understand the creative aspects of advertising sales. Extensive travel involved, car necessary.

Box 252G, BROADCASTING

Announcers

AIR PERSONALITY

Major eastern market station, group operation, seeks exceptional, versatile talent for key drive-time program segment. Excellent opportunity with one of nation's pioneer facilities. Submit tape and resume to:

Box 204G, BROADCASTING

Help Wanted—(Cont'd)

Technical

SALES ENGINEERING *OPPORTUNITY*

FM and TV department of manufacturing company has important position open for exceptional engineer who wants to join the sales department of a leading broadcast equipment company. Must have thorough training and experience in FM including stereo, and TV transmitters. Permanent salaried position with complete company benefits. Mail us resume with photograph to learn more about this terrific opportunity.

Box 161G, BROADCASTING

RADIO

Situations Wanted—Announcers

NETWORK ANNOUNCER FOR YOUR LOCAL STATION

National network and transcription announcer will tape-record specifically for your station—commercials, program formats, station-breaks and special material—all for unlimited use. In effect you may add a top-ranking network voice to your permanent local announcing staff, at a low one-time cost. Rates: $150 for a total of 30 minutes of copy taped in Hollywood's leading recording studio. Also available on subscription basis. If interested, you are invited to write for an audition tape.

Box 244G, BROADCASTING

Employment Service

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application now

WALKER EMPLOYMENT SERVICE

Jimmy Valentine—Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

TELEVISION

Help Wanted—Sales

TELEVISION SALES MANAGER

Eastern VHF. Must have college degree, minimum 3 years tv sales management experience. Salary and override. Give references and salary requirements first letter.

Box 188G, BROADCASTING

WANTED SALESMAN-ANNOUNCERS

There are probably no more than a dozen men in the industry who can fill the bill on what we are looking for. We produce "The House Detective" a TV real estate program now in it's 10th year. We have several immediate openings for men who, with minimum training from us, can sell, write, produce, announce. No traveling. You are assigned to a station on a permanent basis. Openings now in W. Va., Tenn., Indiana, S. C. You will receive a substantial weekly draw. Your earnings will run from $6,000-15,000 a year depending on experience and market. If you think you can fit into our operation, send a complete resume and recent photo and we will try to arrange for personal interview.

CY NEWMAN
H. D. PRODUCTIONS
P. O. Box 3107 Bon Air, Virginia
Bridge 2-0200

Technical

VHF-TELEVISION/FIELD BROADCAST ENGINEER

1st phone, transmitter operation, installation and maintenance experience. Considerable travel involved, some foreign. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

WANTED TO BUY

Equipment

SOUND EFFECTS

Want to buy a complete and up-to-date high fidelity sound effects library. Seller must have created effects and own complete rights to their use in all media. Please submit detailed information, including catalog; how, when and where recorded; asking price. All replies held in strict confidence.

Box 189G, BROADCASTING

NOW AVAILABLE — PROGRAM DIRECTOR
BUD CONNELL

In three months built non-existent Miami station into one of the top three (#1 in several time segments).
In eleven months built New Orleans station from a number 7 rating to undisputed first place with audience shares reaching as high as 33%.
Can offer audience-building promotion, excellent production, overall programming abilities and SOUND judgement.
Available for personal interview.

111 S.E. 7th St.
Apartment 201
Miami 32, Florida
FRanklin 9-2334

STATIONS — FOR SALE

GUNZENDORFER

SOUTHERN CALIFORNIA. Powerful class B. "FM." Asking *$75,000.* 29% down. Long payout.

ARIZONA MAJOR MARKET. Fulltimer. Potentials unlimited. Asking *$175,000.* 29% down. 10 year payout. *"A GUNZENDORFER exclusive"*

CALIFORNIA SINGLE MARKET. Fulltimer. Near big northern metropolitan market. Asking *$175,000.* 29% down. Balance 10 years.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

FM-30KW-#1

In 1 million market—1960 gross 41,000-Storecast—Great Lakes area.

Box 905F, BROADCASTING

MAJOR FLORIDA MARKET

Asking price $550,000. Real money maker in one of the top growth markets in the country.

Box 920F, BROADCASTING

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 934F, BROADCASTING

DAYTIME
1 KILOWATT

In excellent market close to Atomic Energy Control Plants in eastern Idaho. Also in center of good farming area. City shows increase of 30 per cent of population in 5 years. Now 31,000, trading area 125,000. Good terms.

Box 119G, BROADCASTING

Mich	single	daytimer	$ 60M	terms
Ohio	single	daytimer	100M	cash
Iowa	small	fulltime	87M	15dn
Idaho	small	daytimer	55M	cash
Ore	medium	fulltime	70M	15dn
S.E.	medium	power	80M	22dn
Ala	metro	daytimer	150M	29%
South	major	fulltime	400M	100dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations — Management
Appraisals — Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

6 TV stations $150,000 to $4,000,000 . . . 34 RADIO stations $35,000 to $500,000 . . . 2 Metro FM stations $35,000 and $45,000.

PATT McDONALD COMPANY
Box 9266, GL. 3-8080
Austin 17, Texas

Paul Yates, Jr., Box 1396, FA. 2-5488, Sanford, Florida—Mrs. Gerry Switzer, 1620 W. 3rd., EL. 2-2163, Taylor, Texas—Bill Trotter, Box 5411, EX. 7-3219, Memphis 16, Tennessee—Jack Koste, 60 E. 42nd., MU. 2-4813, New York 17, N. Y.

STATIONS FOR SALE

WEST NORTH CENTRAL. Very profitable daytimer. Doing $90,000 plus. Asking $90,000. 29% down.

WEST SOUTH CENTRAL. Daytimer serving small market. Exclusive. Asking $42,000. 29% down.

SOUTH. Top market. Doing close to $200,000. Asking $315,000. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

MAJOR MARKET
(well within top 50)

FULL TIME PROMINENT RADIO STATION AVAILABLE

ATLANTA
INDIANAPOLIS
NASHVILLE
NEW YORK
SAN ANTONIO
SAN FRANCISCO
SEATTLE

PAUL H.
CHAPMAN COMPANY
INCORPORATED
BROKERS

PLEASE ADDRESS 1182 W. PEACHTREE ST., N. W., ATLANTA 9, GEORGIA

FOR SALE
Stations

FOR SALE
COMPLETE 10 KW FM STATION
AS IS OR DISMANTLED

Choice Midtown New York location. Purchased intact, present owner will lease space now occupied and provide pole for antenna.

Equipment is:

1. 1 Western Electric 10 KW Transmitter Type 506 B-2 Reactance Tube Modulator tuned to 101.9 MC.
2. 1 Western Electric 10 KW Transmitter Type 506 B-2 using Harkins Serrasoid Modulator tuned to 101.9 MC and (2) Sub-Carrier Generators (1) 67 KC (1) 26 KC.
3. 1 Westinghouse Precipitron Type FX consisting of the following:
   (a) High Voltage Pax
   Type RA-3
   Serial LZ
   95 watts 115 volts 0.9 amps
   60 cycles
   Ionizer DC 12.8 KV 3.0 MA.
   Cell DC 5.8 KV 1.0 MA.
   (b) Washer Control
   Type PX Style 1560940S
   Serial MRCE 8243 115V
   50-60 Cycles
   (c) Air Cleaner
   Type PX 2020 Serial AA
   G. O. NYY4991
   (d) Air Handling Unit
   Size AV583 Style 9448988
   Type 2RT Serial AB
4. 2 Stabiline Voltage Regulators: Type KS-10364 Ser. 3 PH. 3 KVA 25 Non-output Volt 230 Freq. 50/60 Cycles. Output Range 220-240. Input Range for Nom. Output Volts 205-255. Type S-10365 Ser. 5 PH. 3 KVA 45 Non-output Volt 230 Freq. 50/60 Cycles. Output Range 220-240. Input Range for Nom. Output Volts 195-255
5. 1 Communications Product Co. Air Compressor and Dehydrator for transmission line.
6. 1 Andrew Co-axial Antenna Switch, electrically controlled. Type 6700.
7. 2 Frequency Monitors:
   1 Western Electric Type 5A Frequency Monitor complete with its Western Electric Type 20B Rectifier Power Supply.
   1 Doolittle Frequency Monitor Type FD-11 complete.
8. 1 Harkins Radio Multiplex Monitor Receiver.
9. 2 Western Electric Type RA-1217 Limiter Amplifiers complete with 2 Western Electric Type 20-C Rectifier Supplies.
10. 1 Langevin Main Channel Monitor Amplifier Type 128 A.
11. 2 Speech Input Racks with 2 Maclean Engineering Lab. Blower Units Model 2E55SA1S2F.

Box 232G, BROADCASTING

Help Wanted—Announcers

BALTIMORE TV STATION

Seeking top flight announcer with background and TV experience. Submit brief biography, references, photo and tape if available. 28-35 years preferred.

Box 253G, BROADCASTING

Précision

A French word that means the same thing in English: quality or state of being precise; accuracy; definiteness. It's a precise description of an Air France pilot. Exacting. Accurate. Definite. An alert mind guiding skilled hands to precise action. Everyone expects it. Everyone who's ever flown Air France finds it. They find something else, too. The same quality of precision in everything. Food that is prepared in the great French tradition. Service that is accurate, and attentive to every detail. Atmosphere that is friendly, enjoyable, and authentically French. Precisely what you want... precisely what you get... *every time!*

AIR FRANCE JET

WORLD'S LARGEST AIRLINE/WORLD'S MOST PERSONAL SERVICE

OUR RESPECTS to Lee Morse Rich, senior vp, Benton & Bowles

He's a 'realistic' advertising man

Ever since he was old enough to think about his future, Lee Rich wanted to go into advertising.

"Like some people want to be a doctor," Mr. Rich, Benton & Bowles' Mr. Television, expresses it.

Mr. Rich, senior vice president in charge of media and programming and a member of the agency's board, is tall. It's quite difficult for anyone to take his exact measurements for he's seldom stopping in one place long enough. (He's over 6 ft. and easily carries his 190-lb. weight.)

A whirlwind executive and audacious, Lee Rich gives the impression of always being on the move, even when behind the desk.

There are three things which best characterize the man: (1) primarily he considers himself an advertising man, (2) he's a realist and (3) he is a doer.

In Nothing Else ▪ As an advertising man, he won his spurs early in life. And he's kept them fastened ever since.

He plays down his very early life (born in Cleveland in 1919), picking up his career after graduation from the U. of Ohio with a degree in marketing (at college, he remarks with typical antipathy to anything extraneous, "I played all bases and liked girls.")

"I thought I was a great genius of all time," Mr. Rich reflects, "but I couldn't get a job." His first: $75 a month with Lord & Thomas (now Foote, Cone & Belding).

He served four years in the Navy in World War II with a destroyer escort in the Pacific and when mustered out fell into step with his chosen field, joining the American Assn. of Advertising Agencies as an assistant.

A year after the 4A's job, Mr. Rich moved to Albert-Frank-Guenther as media director and then for three years held that same position with the William H. Weintraub agency (now Norman, Craig & Kummel). In 1952, he was with Benton & Bowles as an associate media director.

In media, he worked on buying program time periods, spot and in the general buying area (mostly in broadcast).

In 1957, he was made media director (a vice presidency was his two years earlier). By that time, he was working quite closely with Tom McDermott, who then headed programming and is now with Four Star Television (program producer). In 1959, he was elected to the board and he assumed the dual role of both media and programming in 1960. Earlier this year, he was elected senior vp.

In a nutshell, B & B consolidated the function to strengthen the role of its top executive in negotiation, giving Mr. Rich authority in both program and time period selection. Mr. Rich's explanation: "Coordination of media and programming but no battling."

Deploring the one-man business, Mr. Rich says: "It cannot be run that way, it's too big, especially in our business. A man must be able to move fast with a minimum of mistakes."

One way, he makes it plain, is to build "a bright and able team."

Good For Others ▪ Mr. Rich doesn't hesitate to recommend advertising as a career for others. "It's stimulating and refreshing."

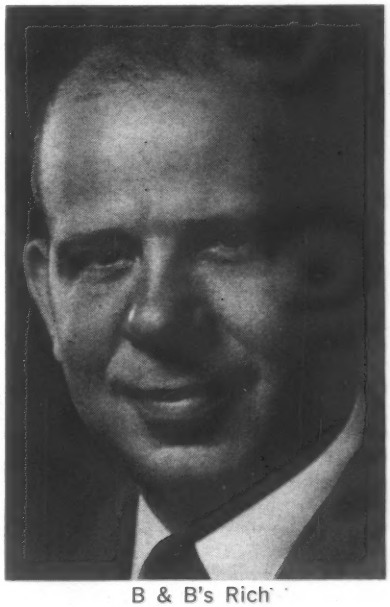
"If someone is looking for a sinecure, it doesn't exist. Work must become almost the most important thing in your life."

If Mr. Rich were to review the highpoints of his balderdash career at B&B, he might get tongue-tied for his span at the agency has been anything but uneventful. Some of them:

A $5 million purchase for Procter & Gamble, which reflected a tremendous earned discount in the early years of daytime tv.

The experience of watching the burgeoning of a new (and now popular) program starring Andy Griffith — he worked closely with Danny Thomas on this one (Mr. Thomas' show also displays the B&B banner).

The steady hand behind the wheel as B&B early became the first of the agency majors to recognize tv's flexibility and subsequently getting involved in packages (buying "minutes" in *Rifleman*, a P&G show, for various products).



B & B's Rich
Not enough time

While he soft-pedals intra-agency warfare, he's quick to march with the agency's colors when a media war is on.

As early as 1957, he helped sparkplug a battle against triple-spotting between network shows, proposing a solution late that year nearly identical to one advanced six months later by the Assn. of National Advertisers.

Some two years back, Mr. Rich again spoke out (on behalf of clients). Target of his attack: the "discrimination" of some tv stations in charging several regional advertisers competitive to B&B clients the local rate as contrasted to the national rate his clients must pay.

Still Fighting ▪ Currently he breaks into the news from time to time hitting his arch-foe: network control over program choice (the advertiser, he feels, finds it difficult to employ the creative function in programming and seldom can get a network to schedule its own show—most B&B shows are advertiser controlled).

A few weeks ago, he was back on the scene, this time pointing up problems—from the agency viewpoint—in the new network 40-second station break policy adopted for the fall season.

Mr. Rich's dynamic skill (he wrested immediate control over choice prime time periods from CBS-TV for General Foods' shows quite early in this negotiating season) is made up of many things:

He has "not enough time," works 7:30-8 a.m. to 8:30 in the evening, drives to and from home (he lives in suburban Chapaqua) because "I can't wait for trains." He has a photographic ability that permits him to scan a page rather than "read" called "quick study" in the theatre. Much traveled on plane (from coast to coast), he devours novels by the dozens, takes work home on the weekends (he's beset by the inevitable meetings, phone calls and screenings), reads scripts of everything put on the air.

Mr. Rich, a firm believer in tv and of advertising, even married within the business in 1952 (the former Viola Nolan, who was a timebuyer at Weintraub).

The Rich philosophy: "I'm a very fortunate man. A lot of people go through life hating what they do. I like what I do, the agency and the clients—after all, I'm working for the best" he concludes in typically terse language he employs.

Casualty and consequence

THE death of *Coronet* magazine typifies an increasingly common publishing problem which also—and increasingly—promises to become a broadcasting problem.

Coronet was a victim of the profit squeeze, caught disastrously between rising costs and diminishing revenues. It is the story of *Collier's, American* and *Woman's Home Companion* all over again. But although magazines have borne the brunt, broadcasters have begun to feel the pinch enough to know that they are not immune.

In television, especially, the costs of doing business continue to rise and give no sign of abating. Fortunately, television broadcasters have a superior medium which, unlike magazines, continues to attract a growing number of advertising dollars. But with television coverage now near saturation and with viewership not likely to expand materially (unless viewers give up either sleeping or working), the opportunities for growth are not unlimited. Only the blindly optimistic broadcaster can expect to avoid the profit pinch indefinitely. The farsighted broadcaster is attacking the problem by trying to program better, sell harder and tighten overall operating efficiency.

There is more in the passing of *Coronet* than that, however. The advertising slippage that sped its departure is symptomatic of the predicament faced by magazines generally. For the first half of this year, for example, general magazine lineage was down 11% and dollar revenue off 4% (BROADCASTING, July 10). Facing that sort of situation, magazine business offices will not be inclined to discourage the already amply displayed enthusiasm of their editorial colleagues to scathe the television opposition at any opportunity. Thus the result is apt to be both a rougher tide of editorial criticism of television and harder anti-tv selling by magazine ad salesmen. It's not a heartening prospect, but one that television broadcasters had better get ready to face.

There is another sidelight worth pondering in the *Coronet* departure. Those in television who operate on the theory that the numbers mean everything might profitably spend a few moments on the fact that at the time its suspension was announced *Coronet's* circulation was at an all-time high. Obviously, numbers alone are not always enough. *Coronet* proved it the hard way.

Forms and substance

IF the First Amendment applies to broadcasters at it does to other citizens of this country, the FCC has an unconstitutional purpose in mind in the new program reporting forms it proposes to adopt.

The forms themselves may not be unconstitutional, but the motives behind their issuance and the use for which they are intended are squarely in defiance of the first provision of the Bill of Rights.

As reported in this magazine last week, the new forms would require license applicants to supply the FCC with vast masses of information about their programming plans and performances. This would apply to applicants for new stations, license renewals, station transfers or major facility changes.

The added burdens of preparing applications and keeping new records would alone be reason enough for broadcasters to oppose the action.

But there is a bigger reason than that. Unless the FCC dumps all this information in the wastebasket (none would be big enough to hold it) without reading a word, it will be venturing into program control—either by order or by indirect threat. Program control in any form is specifically forbidden in the Communications Act itself, and it is certainly forbidden by the First Amendment.

The FCC does not have to revoke or refuse a license in these circumstances to exert program control. The mere collection of such detailed information is in itself an act of government surveillance over programming and, by implication, an assertion of government authority to approve or disapprove what has been or may be put on the air.

In the case of revocation or refusal of a license, the outrage against the First Amendment is more callous. Yet the FCC has already taken such a step in refusing to grant an uncontested application for a new fm station in Elizabeth, N. J. (BROADCASTING, July 3).

In that case the FCC called into play its doubletalk justification for all its recent forays into programming. The applicant failed to show an effort to discover community needs, said the FCC, and therefore could not design a program schedule designed to satisfy the community.

Now if community needs are to be the criterion for judgment, the FCC has no logical use for program information in the detail its proposed forms would require. A simple description of efforts made by an applicant to divine local needs and to satisfy them would be sufficient. Even that procedure, we suggest, could easily stray into areas marked off-limits by the First Amendment.

Unfortunately, the FCC has been assisted on its present course by representatives of broadcasting itself.

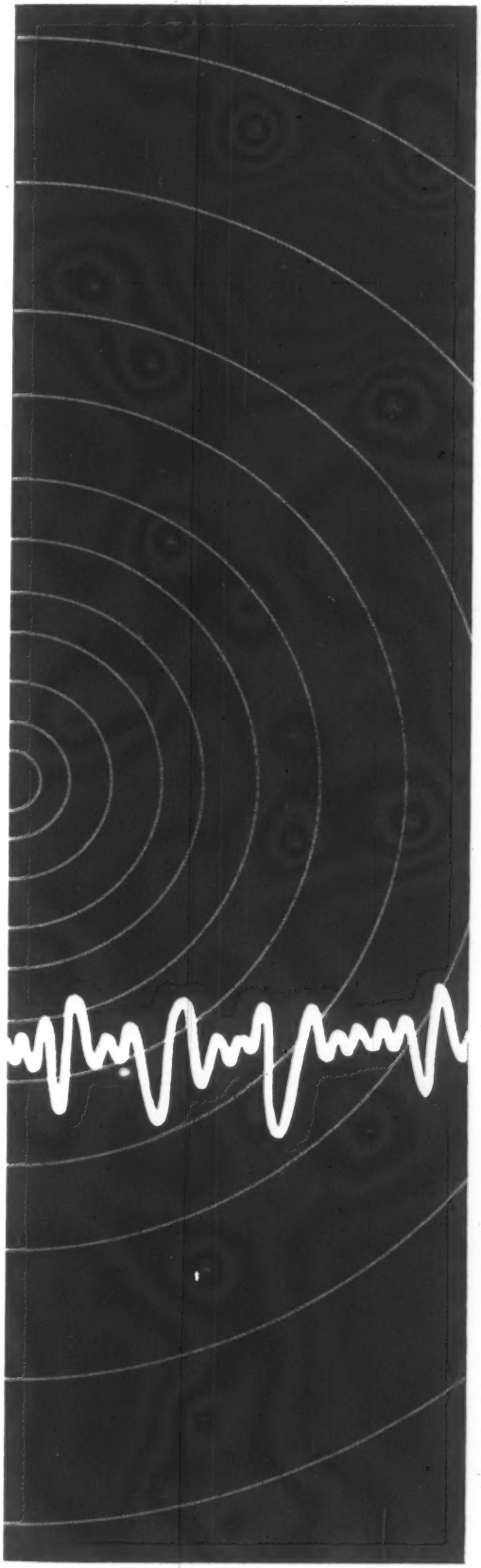
During the commission's extensive programming hearings in the winter of 1959-60 it was the NAB that agreed the FCC could exercise at least some degree of surveillance over programs.

As a sequel the FCC proposed new program reporting forms last February. The opportunity was then available for a correction of the association's position. The opportunity passed. In the months since then, the industry has succeeded only in refining the language and clarifying ambiguities in the original proposals. The substance of the problem has been wholly ignored.

If the FCC is to be swerved from its course that now heads straight toward censorship, individual broadcasters must rise in great numbers to throw themselves in its path. The deadline for comments on the new program forms is Sept. 7.

Drawn for BROADCASTING by Sid Hix

"Notice how much louder his voice gets during those plugs for the building fund!"



PBC

is proud to be in Radio

What is the place of radio today — and how has it changed or been forced to change? The idea that radio has to be a juke box, with a noisy cheap musical format carrying nothing but advertising announcements and pandering to the lowest tastes of the juvenile and the immature, is just not true. There are many stations in many different types of communities, who program differently, and successfully, and whose operation is certainly more "in the public interest." P B C stations follow this kind of programming. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*

PEOPLES
BROADCASTING CORPORATION

246 North High Street • Columbus, Ohio

WNAX, Yankton, S. D. **WMMN**, Fairmont, W. Va.
WTTM, Trenton, N. J. **WGAR**, Cleveland, Ohio
WRFD, Columbus — Worthington, Ohio
KVTV (TV), Sioux City, Iowa

A subsidiary of Nationwide Mutual Insurance Company, Columbus, Ohio